



**RAINBOW
BRIDGE
VETS**

Rainbow Bridge Vets Privacy Policy

1. This privacy policy (together with our Cookie policy where applicable) applies between you, (“you”) and Rainbow Bridge Vets Group Limited (“we, us”). We take the privacy of your information very seriously. This privacy policy applies to our use of any and all Data collected by us or provided by you in relation to your use of the Website or any of our Services. This privacy policy should be read alongside terms and conditions.

Definitions and interpretation

2. In this privacy policy, the following definitions are used:

Data: collectively all information that you submit to us. This definition incorporates, where applicable, the definitions provided in the Data Protection Laws;

Cookies: a small text file placed on your computer by our Website when you visit certain parts of the Website and/or when you use certain features of the Website. Details of the cookies used by this Website are set out in our Cookie policy (Cookies);

Data Protection Laws: any applicable law relating to the processing of personal Data, including but not limited to the GDPR, and any national implementing and supplementary laws, regulations and secondary legislation;

GDPR: the UK General Data Protection Regulation;

Rainbow Bridge Vets Group Limited: a company registered in England under company number 15348246 with registered office at Queensgate House, 48 Queen Street, Exeter, England, EX4 3SR;

UK and EU Cookie Law: the Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended by the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011 & the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2018;

Website: the website www.rainbowbridgevets.co.uk, and any sub-domains of this site unless expressly excluded by their own terms and conditions.

Data collected

3. We may collect the following Data, which includes personal Data, from you:
 - a. your name
 - b. your address
 - c. your email address
 - d. your phone number
 - e. your financial information, including bank details and insurance information

How we collect Data

4. You may give us personal data by filling in forms on our website, or talking to us by phone, email, text, Facebook, face-to-face or otherwise.

Our use of Data

5. Any or all of the above Data may be required by us from time to time in order to provide you with the best possible service and experience..

Specifically, Data may be used by us for the following reasons:

- a. internal record keeping;
- b. improvement of our services;
- c. to deliver requested business services;
- d. marketing purposes;

in each case, in accordance with this privacy policy.

6. We may use your Data for the above purposes if we deem it necessary to do so for our legitimate interests. If you are not satisfied with this, you have the right to object in certain circumstances (see the section headed "Your rights" below).

How we share your Data

7. We may share your Data with other organisations to enable us to carry out our services.
8. Specifically, with your consent, we will share your Data with the following organisations:
 - a. Culm Valley Pet Cremations.
 - b. Your usual veterinary practice.
 - c. Our payment processing provider.
9. Unless agreed by you, we do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purpose of providing you with a business service and only in accordance with our instructions.

Keeping Data secure

10. We will use technical and organisational measures to safeguard your Data, for example:
 - a. access to your accounts containing data is controlled by password protection.
 - b. we store your Data on secure servers.
11. Technical and organisational measures include measures to deal with any suspected data breach. If you suspect any misuse or loss or unauthorised access to your Data, please let us know immediately by contacting us via this e-mail address: hello@rainbowbridgevets.co.uk

Data retention

12. Unless a longer retention period is required or permitted by law, we will only hold your Data on our systems for the period necessary to fulfil the purposes outlined in this privacy policy or until you request that the Data be deleted.

13. Even if we delete your Data, it may persist on backup or archival media for legal, tax or regulatory purposes.

Your rights

14. You have the following rights in relation to your Data:

- a. Right to access - the right to request (i) copies of the information we hold about you at any time, or (ii) that we modify, update or delete such information. If we provide you with access to the information we hold about you, we will not charge you for this, unless your request is "manifestly unfounded or excessive." Where we are legally permitted to do so, we may refuse your request. If we refuse your request, we will tell you the reasons why.
- b. Right to correct - the right to have your Data rectified if it is inaccurate or incomplete.
- c. Right to erase - the right to request that we delete or remove your Data from our systems.
- d. Right to restrict our use of your Data - the right to "block" us from using your Data or limit the way in which we can use it.
- e. Right to data portability - the right to request that we move, copy or transfer your Data.
- f. Right to object - the right to object to our use of your Data including where we use it for our legitimate interests.

15. To make enquiries, exercise any of your rights set out above, or withdraw your consent to the processing of your Data (where consent is our legal basis for processing your Data), please contact us via this e-mail address: hello@rainbowbridgevets.co.uk.

16. If you are not satisfied with the way a complaint you make in relation to your Data is handled by us, you may be able to refer your complaint to the relevant data protection authority. For the UK, this is the Information

Commissioner's Office (ICO). The ICO's contact details can be found on their website at <https://ico.org.uk/>.

17. It is important that the Data we hold about you is accurate and current. Please keep us informed if your Data changes during the period for which we hold it.

Transfers outside the United Kingdom and European Economic Area

18. Data which we collect from you may be stored and processed in and transferred to countries outside of the UK and European Economic Area (EEA).
19. For example, this could occur if our servers are located in a country outside the UK or EEA or one of our service providers is situated in a country outside the UK or EEA.
20. We will only transfer Data outside the UK or EEA where it is compliant with data protection legislation and the means of transfer provides adequate safeguards in relation to your data, e.g. by way of data transfer agreement, incorporating the current standard contractual clauses adopted by the European Commission.
21. To ensure that your Data receives an adequate level of protection, we have put in place appropriate safeguards and procedures with the third parties we share your Data with. This ensures your Data is treated by those third parties in a way that is consistent with the Data Protection Laws.

Links to other websites

22. Our Website may, from time to time, provide links to other websites. We have no control over such websites and are not responsible for the content of these websites. This privacy policy does not extend to your use of such websites. You are advised to read the privacy policy or statement of other websites prior to using them.

Cookies

23. Our Website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. For detailed

information on the cookies we use and the purposes for which we use them see our Cookie Policy.

General

24. You may not transfer any of your rights under this privacy policy to any other person. We may transfer our rights under this privacy policy where we reasonably believe your rights will not be affected.
25. If any court or competent authority finds that any provision of this privacy policy (or part of any provision) is invalid, illegal or unenforceable, that provision or part-provision will, to the extent required, be deemed to be deleted, and the validity and enforceability of the other provisions of this privacy policy will not be affected.
26. Unless otherwise agreed, no delay, act or omission by a party in exercising any right or remedy will be deemed a waiver of that, or any other, right or remedy.
27. This Agreement will be governed by and interpreted according to the law of England and Wales. All disputes arising under the Agreement will be subject to the exclusive jurisdiction of the English and Welsh courts.

Changes to this privacy policy

28. We reserve the right to change this privacy policy as we may deem necessary from time to time or as may be required by law.