

Generated privacy notice - general business

Blupi Dog Training customer privacy notice

This privacy notice tells you what to expect us to do with your personal information.

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Contact details

Email

blupidogtraining@outlook.com

What information we collect, use, and why

We collect or use the following information to **provide services and goods, including delivery**:

- Names and contact details
- Addresses
- Purchase or account history
- Payment details (including card or bank information for transfers and direct debits)
- Health and safety information
- Account information
- Photographs or video recordings
- Records of meetings and decisions
- Information relating to compliments or complaints
- Information about the client's dog, including behaviour, training history, health and veterinary information, living environment, risk history, training videos, and progress records. Information about children or vulnerable people who may interact with the dog, including approximate age, relationship to the dog, relevant interactions, and safety risks.

We also collect or use the following special category information to **provide services and goods, including delivery**. This information is subject to additional protection due to its sensitive nature:

- Health information

We collect or use the following information for **service updates or marketing purposes**:

- Names and contact details

- Marketing preferences
- Recorded images, such as photos or videos
- Records of consent, where appropriate

We collect or use the following information to **comply with legal requirements**:

- Name
- Contact information
- Financial transaction information
- Any other personal information required to comply with legal obligations
- Health and safety information
- Safeguarding information

We collect or use the following personal information for **dealing with queries, complaints or claims**:

- Names and contact details
- Address
- Payment details
- Account information
- Purchase or service history
- Relevant information from previous investigations
- Customer or client accounts and records
- Financial transaction information
- Information relating to health and safety
- Correspondence
- Dog behaviour, training, veterinary, risk, incident, and session records relevant to the query, complaint, or claim.

We also collect the following special category information for **dealing with queries, complaints or claims**. This information is subject to additional protection due to its sensitive nature:

- Health information

Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible [lawful bases](#) in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are set out in brief below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get

personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [Read more about the right of access.](#)

- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [Read more about the right to rectification.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [Read more about the right to erasure.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [Read more about the right to restriction of processing.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [Read more about the right to object to processing.](#)
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [Read more about the right to data portability.](#)
- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [Read more about the right to withdraw consent.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to **provide services and goods** are:

- **Consent** - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- **Contract** – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- **Legitimate interests** – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - We have a legitimate interest in keeping relevant client, training, behaviour, risk, incident, and communication records so that we can provide safe and consistent

services, review progress, manage animal welfare and public safety risks, and protect the legitimate interests of the client, Blupi Dog Training, and others who may be affected. We only collect information that is reasonably necessary for these purposes, limit access to relevant records, and do not use the information in ways that clients would not reasonably expect.

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Our lawful bases for collecting or using personal information for **service updates or marketing purposes** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.

Our lawful bases for collecting or using personal information for **legal requirements** are:

- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

Our lawful bases for collecting or using personal information for **dealing with queries, complaints or claims** are:

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.
- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - We have a legitimate interest in keeping and using relevant service, communication, payment, training, safety, and incident records to respond to queries, investigate complaints, resolve disputes, establish or defend legal claims, and protect the rights and interests of the client, Blupi Dog Training, and affected third parties. We only use information that is relevant and necessary to the matter, restrict access where appropriate, and retain it only for as long as reasonably required.

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Where we get personal information from

- Directly from you
- Health care providers
- Insurance companies
- Legal and judicial sector organisations

- Third parties:
- Household members, other dog guardians, dog walkers, pet sitters, veterinary professionals, rescue organisations, and other training or behaviour professionals involved in the dog's care, where relevant and with appropriate permission.
- Veterinary professionals, other dog training or behaviour professionals, household members, dog walkers, pet care providers, rescue organisations, and other people involved in the dog's care, where relevant and appropriate.

How long we keep information

We only keep personal information for as long as reasonably necessary for the purposes described in this privacy notice.

As a general guide:

- Enquiries and questionnaires from people who do not become clients are normally kept for up to 12 months after the last contact.
- Client agreements, training and behaviour records, session notes, correspondence, photographs, videos, and related service records are normally kept for up to 6 years after the service ends.
- Invoices, payment records, and other accounting or tax records are kept for the period required by HMRC.
- Complaint, incident, insurance, or legal claim records may be kept for up to 6 years after the matter is closed, or longer where required by law, an insurer, or an ongoing claim.
- Records of case, media, or marketing consent are kept for as long as the consent remains relevant, and for a reasonable period afterwards so that we can demonstrate how the information was used.

We may delete information earlier where it is no longer needed. We may retain information for longer where this is necessary to comply with a legal obligation, respond to a complaint or claim, protect animal or public safety, or establish, exercise, or defend legal rights.

When personal information is no longer required, it will be securely deleted or anonymised.

Who we share information with

Data processors

Microsoft Corporation and its affiliated companies providing Microsoft 365 business cloud services, and UK-based accounting, invoicing, and bookkeeping software providers.

This data processor does the following activities for us: Provides business email, cloud storage, online forms, video meetings, document collaboration, and file sharing through services including Outlook, OneDrive, Microsoft Forms, and Microsoft Teams. These services store and process client contact details, questionnaires, training records, documents, photographs, videos, and

communications on behalf of Blupi Dog Training. Process invoices, payment records, transaction details, and accounting information on behalf of Blupi Dog Training.

Others we share personal information with

- Insurance companies
- Health care providers
- Organisations we need to share information with for safeguarding reasons
- Professional or legal advisors
- Relevant regulatory authorities
- Professional consultants
- Organisations we're legally obliged to share personal information with
- Emergency services
- Publicly on our website, social media or other marketing and information media
- Other relevant third parties:
 - Third party 1, Communication platform providers, including WhatsApp and WeChat, where these services are used to communicate with clients and exchange service-related messages, photographs, videos, and documents.
 - Third party 2 Veterinary professionals and other suitably qualified animal behaviour or training professionals, where sharing is relevant to the dog's welfare, safety, or agreed professional support, and where appropriate permission has been obtained.
 - Third party 3 Insurance providers, legal or professional advisers, regulatory authorities, emergency services, safeguarding organisations, and other organisations where sharing is reasonably necessary to manage an incident, complaint, claim, legal obligation, or serious safety concern.
 - Third party 4 Household members, dog walkers, pet sitters, rescue organisations, and other people involved in the dog's care, where relevant and with appropriate permission.
 - Third party 5 Social media platforms, websites, or professional teaching platforms, but only where the client has separately consented to the relevant use of case information, feedback, photographs, or videos.

Sharing information outside the UK

Where necessary, our data processors may share personal information outside of the UK. When doing so, they comply with the UK GDPR, making sure appropriate safeguards are in place.

Organisation name: Microsoft Corporation and its affiliated companies

Category of recipient: Cloud storage, business email, online forms, video conferencing and IT service provider

Country the personal information is sent to: United States and other countries in which authorised subprocessors operate

How the transfer complies with UK data protection law: Addendum to the EU Standard Contractual Clauses (SCCs)

Organisation name: WhatsApp LLC and its authorised subprocessors

Category of recipient: Business messaging and communication service provider

Country the personal information is sent to: United States and other countries where WhatsApp and its authorised subprocessors operate

How the transfer complies with UK data protection law: Addendum to the EU Standard Contractual Clauses (SCCs)

We may use third-party communication platforms, including WhatsApp Business and WeChat, to communicate with clients. These providers may process personal information in accordance with their own privacy terms and may process information outside the UK.

Clients should avoid sending unnecessary sensitive personal information through messaging platforms. Where sensitive documents or detailed health information are required, we may ask clients to use a more suitable method, such as email, Microsoft Forms, or OneDrive.

How to complain

If you have any concerns about our use of your personal information, you can make a data protection complaint to us:

blupidogtraining@outlook.com