

PRIVACY POLICY

VIPuppy Dog Walking Service

Last updated: April 2026

This privacy policy explains how VIPuppy Dog Walking Service ("we", "us", "our") collects, uses, and protects the personal information you provide when using our website at <https://www.vipuppydogwalkingservice.co.uk/> or when contacting us about our services.

We are committed to protecting your privacy and handling your personal information in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

Who We Are

VIPuppy Dog Walking Service is a sole trader business operated by Diana, providing dog walking and pet care services across Northampton and the surrounding areas.

Trading address: 5 Stockwell Ave, Northampton, NN4 6JZ Contact email: diana@vipuppydogwalkingservice.com Website: <https://www.vipuppydogwalkingservice.co.uk/>

For any questions about this privacy policy or the personal information we hold, please contact us using the details above.

What Information We Collect

We may collect the following types of personal information:

Information you provide directly When you fill in our contact form or get in touch with us, we collect the information you give us, which may include your name, phone number, email address, postcode or address, details about your dog or pet, and any details you include about the services you are enquiring about.

Information collected automatically When you visit our website, we may automatically collect certain technical information including your IP address, browser type, device information, and details of how you use the site. This is collected through cookies and similar technologies.

How We Use Your Information

We use the personal information you provide for the following purposes:

To respond to your enquiry and arrange dog walking, pet care, or a meet and greet appointment.

To send automated text messages and emails confirming your enquiry has been received and following up on your request. These automated communications are sent through our customer relationship management platform.

To store your contact details and pet information in our customer relationship management system so we can manage ongoing communication, scheduling, and care history.

To improve our website and understand how visitors use it.

To measure the effectiveness of any advertising campaigns we may run in the future.

To send marketing communications about our services where you have given us permission to do so. You can opt out of marketing communications at any time.

Legal Basis for Processing

We process your personal information under the following legal bases:

Legitimate interests when responding to your enquiry, providing the services you have requested, and managing our business relationship with you.

Consent for marketing communications and non-essential cookies.

Contractual necessity when carrying out dog walking or pet care services we have agreed to provide.

Third Party Services

We use the following third party services to operate our website and manage customer communications:

High Level (GoHighLevel) is the customer relationship management platform we use to receive form submissions, send automated emails and text messages, and store customer contact information. When you submit a form on our website, your information is processed and stored by High Level on our behalf.

Website analytics and advertising tools such as Google Analytics and Google Ads may be used to measure website performance and the effectiveness of any advertising campaigns. These services may use cookies to track website usage and ad conversions.

These third parties have their own privacy policies and process data in accordance with their own legal obligations and our agreements with them.

Cookies

Our website uses cookies, which are small text files placed on your device when you visit a website. We use cookies for:

Essential cookies that are necessary for the website to function properly.

Analytics cookies that help us understand how visitors use the site so we can improve it.

Advertising cookies that may be used to measure the effectiveness of marketing campaigns or to show relevant adverts.

You can manage or disable cookies through your browser settings. Disabling cookies may affect how the website functions.

How Long We Keep Your Information

We keep your personal information for as long as is necessary to provide our services, communicate with you about your enquiry, comply with our legal obligations, and resolve any disputes.

Typically, we keep enquiry and customer information for up to seven years after our last contact with you, in line with HMRC record keeping requirements. After this period, your information will be securely deleted.

How We Protect Your Information

We take reasonable steps to protect your personal information from loss, misuse, unauthorised access, disclosure, alteration, or destruction. This includes using secure systems and limiting access to your information to only those who need it.

However, no method of transmission over the internet is completely secure. We cannot guarantee absolute security but we do our best to protect your information.

Your Rights

Under UK GDPR, you have the following rights regarding your personal information:

The right to be informed about how we use your information.

The right of access to the personal information we hold about you.

The right to rectification if any of your information is incorrect or incomplete.

The right to erasure (the right to be forgotten) in certain circumstances.

The right to restrict processing of your information in certain circumstances.

The right to data portability to receive your information in a usable format.

The right to object to certain types of processing, including direct marketing.

The right to withdraw consent at any time where we are relying on consent to process your information.

To exercise any of these rights, please contact us at diana@vipuppydogwalkingservice.com.

Complaints

If you are unhappy with how we have handled your personal information, please contact us in the first instance and we will do our best to resolve the issue.

You also have the right to make a complaint to the Information Commissioner's Office (ICO), the UK regulator for data protection. You can contact the ICO at <https://ico.org.uk> or by phone on 0303 123 1113.

Changes to This Privacy Policy

We may update this privacy policy from time to time. Any changes will be posted on this page with an updated "Last updated" date. We encourage you to review this policy periodically.

Contact Us

If you have any questions about this privacy policy or how we handle your personal information, please contact us:

Email: diana@vipuppydogwalkingservice.com Address: 5 Stockwell Ave, Northampton, NN4 6JZ