



Vet in the City Privacy Policy

Updated: September 27th, 2024

This Privacy Policy outlines the principles and procedures governing the collection, use, and disclosure of your information when you use our Service. It also informs you about your privacy rights and the legal protections in place to safeguard your information.

We utilize your personal data to deliver and enhance the Service. By using the Service, you consent to the collection and utilization of information as described in this Privacy Policy.

Interpretation and Definitions Interpretation- The capitalized terms used in this Privacy Policy have specific meanings as outlined below. These definitions are applicable whether the terms appear in singular or plural form.

Definitions For the purposes of this Privacy Policy:

Account refers to a unique account created for you to access our Service or specific parts of it. **Company** (referred to as "the Company," "We," "Us," or "Our" in this Policy) refers to Vet in the City, 375-377, Roman Rd, Bow, London E3 5QR.

The Company is the Data Controller as defined under the GDPR (General Data Protection Regulation).

Cookies are small files placed on your computer, mobile device, or any other device by a website, containing details of your browsing history on that website and serving various purposes. **Country** refers to the United Kingdom.

Data Controller, under the GDPR, refers to the Company, which alone or jointly with others determines the purposes and means of processing Personal Data.

Device refers to any device such as a computer, cellphone, or digital tablet that can access the Service.

Personal Data refers to any information that relates to an identified or identifiable individual. Under the GDPR, Personal Data includes any information relating to you, such as your name, identification number, location data, online identifier, or factors specific to your physical, physiological, genetic, mental, economic, cultural, or social identity.

Service refers to the Website.

Service Provider refers to any natural or legal person who processes data on behalf of the Company. It refers to third-party companies or individuals employed by the Company to facilitate the Service, provide the Service on behalf of the Company, perform services related to the Service, or assist the Company in analyzing how the Service is used. Service Providers are considered Data Processors under the GDPR.

Usage Data refers to data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (e.g., duration of a page visit).

Website refers to Vet in the City accessible at www.vetinthecity.com

You refers to the individual accessing or using the Service, or the company or other legal entity on whose behalf such individual is accessing or using the Service, as applicable.

Under the GDPR, You can be referred to as the Data Subject or as the User, as you are the individual using the Service.

Collection and Use of Your Personal Data Types of Data Collected

Personal Data

While using our Service, we may request you to provide certain personally identifiable information that can be used to contact or identify you. This information may include, but is not limited to:

Email address
First name and last name
Phone number
Address,
County,
Postal code,
City

Usage Data

Usage Data is automatically collected when you use the Service.

Usage Data may include information such as your Device's Internet Protocol (IP) address, browser type, browser version, pages of our Service that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers, and other diagnostic data.

When you access the Service via a mobile device, we may automatically collect certain information, including but not limited to the type of mobile device you use, your mobile device's unique ID.

Data Collection

We automatically collect data when you use our service.

This data may include information such as your device's IP address, browser type, browser version, the pages you visit on our service, the date and time of your visit, the time spent on those pages, unique device identifiers, and other diagnostic data.

If you access our service through a mobile device, we may also collect certain information automatically, including the type of mobile device you use, your mobile device's unique ID, your mobile device's IP address, your mobile operating system, the type of mobile internet browser you use, unique device identifiers, and other diagnostic data.

We may also collect information that your browser sends whenever you visit our service or access our service through a mobile device.

Tracking Technologies and Cookies

We use cookies and similar tracking technologies to track activity on our service and store certain information. These tracking technologies may include beacons, tags, and scripts that collect and track information to improve and analyze our service. The technologies we use may include:

- **Cookies or Browser Cookies:** These are small files placed on your device. You can configure your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some parts of our service.
- **Flash Cookies:** Certain features of our service may use local stored objects (Flash cookies) to collect and store information about your preferences or activity on our service. Flash cookies are managed separately from browser cookies. To learn how to delete Flash cookies, please refer to the Adobe website.
- **Web Beacons:** Certain sections of our service and our emails may contain small electronic files known as web beacons that allow us to count users who have visited those pages or opened an email and gather other statistics related to our website (for example, recording the popularity of a certain section and verifying system and server integrity).

Cookies can be categorized as "Persistent" or "Session" cookies. Persistent cookies remain on your device when you go offline, while session cookies are deleted as soon as you close your web browser. To learn more about cookies, you can visit the Cookies section of our Privacy Policy.

We use both session and persistent cookies for the following purposes:

1. Necessary/Essential Cookies:

- **Type:** Session Cookies
- **Administered by:** Us
- **Purpose:** These cookies are essential to provide you with services available through the website and enable you to use some of its features. They help authenticate users and prevent fraudulent use of user accounts. Without these cookies, the requested services cannot be provided.

2. Cookies Policy/Notice Acceptance Cookies:

- **Type:** Persistent Cookies
- **Administered by:** Us
- **Purpose:** These cookies identify if users have accepted the use of cookies on the website.

3. Functionality Cookies:

- **Type:** Persistent Cookies
- **Administered by:** Us
- **Purpose:** These cookies allow us to remember the choices you make when using the website, such as remembering your login details or language preference. They provide a personalized experience and save you from having to re-enter your preferences every time you use the website.

4. Tracking and Performance Cookies:

- **Type:** Persistent Cookies
- **Administered by:** Third-Parties
- **Purpose:** These cookies are used to track information about website traffic and how users use the website. The collected information may directly or indirectly identify you. We may also use these cookies to test new pages, features, or functionality of the website to improve user experience.

For more details about the cookies we use and your choices regarding cookies, please refer to our Cookies Policy or the Cookies section of our Privacy Policy.

Use of Your Personal Data

We may use your personal data for the following purposes:

- To ensure the functionality and performance of our Service, including monitoring its usage.
- To oversee your account: Managing your registration as a user and granting access to various features available to registered users based on the personal information you provide.
- For contractual obligations: Fulfilling and enforcing the purchase contract for products, items, or services you have acquired, as well as any other contracts made through the Service.
- To communicate with you: Contacting you through email, phone calls, SMS, or other electronic means, such as push notifications, to provide updates, important information, and security notices regarding the Service, its functionalities, products, or contracted services.
- To offer you relevant information: Providing news, special offers, and general details about goods, services, and events similar to those you have shown interest in, unless you have opted out of receiving such information.
- To handle your requests: Attending to and managing the requests you make to us.
- For business transfers: Evaluating or conducting mergers, divestitures, restructurings, reorganizations, dissolutions, sales, or transfers of all or a portion of our assets, including personal data, in the context of such transactions.
- For other purposes: Utilizing your information for data analysis, identifying usage trends, assessing the effectiveness of our promotional campaigns, and improving our Service, products, services, marketing, and overall user experience.

We may share your personal information under the following circumstances:

With service providers: Sharing your personal information with service providers to analyze and monitor the usage of our Service and to contact you.

During business transfers: Sharing or transferring your personal information in connection with, or during negotiations of, mergers, sales of company assets, financing, or acquisitions involving all or part of our business with another company.

With affiliates: Sharing your information with our affiliates, including our parent company, subsidiaries, joint venture partners, or other companies under our control or with which we have a common controlling entity, ensuring compliance with this Privacy Policy.

With business partners: Sharing your information with our business partners to provide you with specific products, services, or promotions.

With other users: When you share personal information or interact in public areas with other users, such information may be viewed and publicly distributed by all users.

With your consent: Disclosing your personal information for other purposes with your explicit consent.

Retention of your personal data: We will retain your personal data only for as long as necessary to fulfill the purposes outlined in this Privacy Policy. We will also retain usage data for internal analysis, typically for shorter periods, unless it contributes to the security or functionality of our Service or if retention is legally required.

Transfer of your personal data: Your information, including personal data, may be processed and stored in locations outside your state, province, country, or other governmental jurisdiction. By providing your information and agreeing to this Privacy Policy, you consent to the transfer of your data to these locations and acknowledge that appropriate security measures will be taken to protect your data.

Disclosure of your personal data: In certain circumstances, we may be obliged to disclose your personal data if required by law or in response to valid requests by public authorities, such as courts or government agencies, to comply with legal obligations, protect our rights and property, prevent or investigate possible wrongdoing related to the Service, ensure the safety of Service users or the general public, or safeguard against legal liability.

Security of your personal data: While we strive to protect your personal data using commercially acceptable means, no method of transmission over the Internet or electronic storage is 100% secure. We cannot guarantee the absolute security of your personal data, and any transmission is at your own risk.

Detailed information on the processing of your personal data: Third-party service providers we employ may have access to your personal data and will handle it in accordance with their own privacy policies. These vendors collect, store, use, process, and transfer information about your activity on our Service.

Analytics: We may utilize third-party service providers to monitor and analyze the usage of our Service, such as Google Analytics. Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. The data collected by Google Analytics is shared with other Google services and may be used to personalize ads within Google's advertising network. You have the option to opt-out of sharing your activity on the Service with Google Analytics by installing the Google Analytics opt-out browser add-on.

Email marketing: Your personal data may be used to send you newsletters, marketing materials, and other information that may be of interest to you. You can opt-out of receiving these communications by following the unsubscribe link provided in the emails or by contacting us.

We may engage Email Marketing Service Providers to manage and send emails to you.

Complaints

Should you ever have cause to complain about the service you receive, please follow the practice's normal complaints procedure (available on request).

GDPR Privacy Notice Legal Basis for Processing Personal Data under GDPR We may process your Personal Data based on the following grounds:

Consent: You have provided your consent for the processing of Personal Data for one or more specific purposes. **Contractual Performance:** Processing Personal Data is necessary for the performance of an agreement with you and/or for any pre-contractual obligations.

Legal Obligations: Processing Personal Data is necessary to comply with a legal obligation to which the Company is subject.

Vital Interests: Processing Personal Data is necessary to protect your vital interests or those of another individual. **Public Interests:** Processing Personal Data is related to a task carried out in the public interest or in the exercise of official authority vested in the Company.

Legitimate Interests: Processing Personal Data is necessary for the legitimate interests pursued by the Company. In any case, the Company is ready to assist in clarifying the specific legal basis applicable to the processing, including whether the provision of Personal Data is a statutory or contractual requirement or a requirement necessary to enter into a contract.

Your Rights under the GDPR The Company is committed to respecting the confidentiality of your Personal Data and ensuring that you can exercise your rights.

Under this Privacy Policy and applicable law, if you are within the EU, you have the following rights:

Request access to your Personal Data: You have the right to access, update, or delete the information we have about you. If possible, you can directly access, update, or request the deletion of your Personal Data through your account settings. If you need assistance, please contact us. This right also enables you to receive a copy of the Personal Data we hold about you.

Request correction of your Personal Data: You have the right to have any incomplete or inaccurate information we hold about you corrected.

Object to the processing of your Personal Data: This right exists when we rely on legitimate interests as the legal basis for processing, and there is something about your particular situation that leads you to object to the processing of your Personal Data on this ground. You also have the right to object when we process your Personal Data for direct marketing purposes.

Request erasure of your Personal Data: You have the right to ask us to delete or remove Personal Data when there is no valid reason for us to continue processing it.

Request the transfer of your Personal Data: We will provide you or a third party of your choice with your Personal Data in a structured, commonly used, machine-readable format. Please note that this right only applies to automated information that you initially provided consent for us to use or where we used the information to perform a contract with you.

Withdraw your consent: You have the right to withdraw your consent for the use of your Personal Data. If you withdraw your consent, we may not be able to provide you with access to certain specific features of the Service.

Exercising Your GDPR Data Protection Rights

You can exercise your rights of access, rectification, deletion, and objection by contacting us. Please note that we may require you to verify your identity before responding to such requests. We will make our best effort to respond to your requests as promptly as possible.

If you are in the European Economic Area (EEA), you have the right to lodge a complaint with a Data Protection Authority regarding our collection and use of your Personal Data. For more information, please contact your local data protection authority in the EEA.

Children's Privacy

Our Service is not intended for individuals under the age of 13. We do not knowingly collect personally identifiable information from anyone under the age of 13. If you are a parent or guardian and are aware that your child has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from anyone under the age of 13 without verification of parental consent, we will take steps to remove that information from our servers. If we need to rely on consent as a legal basis for processing your information, and your country requires parental consent, we may require consent from your parent before collecting and using that information.

Links to Other Websites

Our Service may contain links to other websites that are not operated by us. If you click on a third-party link, you will be directed to that third party's site. We strongly recommend reviewing the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.

Changes to this Privacy Policy We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page.

We will also notify you via email and/or through a prominent notice on our Service prior to the change taking effect and update the "Last updated" date at the top of this Privacy Policy.

We encourage you to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

Contact Us If you have any questions about this Privacy Policy, you can reach us at:

Email: woof@vetinthecity.com

