

Privacy Policy for Tails Therapy Ltd

Effective Date: 01.10.25 **Last Updated:** 30.09.25

1. Who We Are

Tails Therapy Ltd (“we”, “us”, or “our”) operates Tails Therapy & Education, an online resource hub for pet owners, veterinary professionals, and rehabilitation specialists. Our website address is: [www.tailstherapy.co.uk].

2. What Personal Data We Collect

We may collect and process the following personal data:

- **Contact Information:** Name, email address, and any details submitted via our contact form
- **Newsletter Sign-Up:** Email address and preferences
- **Quiz Responses:** Non-identifiable data used for educational feedback
- **Purchase Information:** Name, email, billing details (processed securely via Stripe)
- **Website Usage Data:** IP address, browser type, pages visited (via cookies and analytics tools)

We do not collect or store sensitive health data or identifiable animal records.

3. How We Use Your Data

We use your data to:

- Respond to enquiries submitted via our contact form
- Send newsletters and updates (only if you opt in)
- Process purchases of downloadable resources
- Improve website functionality and user experience
- Monitor quiz engagement for educational insights
- Comply with legal and financial obligations

4. Legal Basis for Processing

We rely on the following lawful bases:

- **Consent:** For newsletter sign-ups and optional quiz participation
- **Contract:** To fulfil purchases and provide downloadable resources

- **Legal obligation:** For accounting and compliance
- **Legitimate interests:** To improve our educational offerings and website performance

5. Sharing Your Data

We do not sell your data. We may share it with:

- **Stripe:** For secure payment processing
- **Wix:** Our website platform provider
- **Google Analytics:** For anonymised website usage tracking
- **Legal authorities:** If required by law

6. Data Retention

We retain your data only as long as necessary:

- Purchase records: 6 years (for accounting compliance)
- Newsletter data: Until you unsubscribe
- Quiz responses: Aggregated and anonymised for educational use
- Website analytics: Typically, 26 months

7. Your Rights

You have the right to:

- Access your personal data
- Request correction or deletion
- Withdraw consent at any time
- Lodge a complaint with the ICO (Information Commissioner's Office)

To exercise these rights, contact us at: **admin@tailstherapy.co.uk**

8. Cookies

Our site uses cookies to enhance your experience. You can manage cookie preferences via your browser settings. For more details, see our [Cookie Policy under Terms of Service].

9. Security

We take data protection seriously and use secure platforms with encryption and access controls. Payment data is handled by Stripe and never stored on our servers.

10. External Links

Our site contains links to third-party websites. We are not responsible for their privacy practices. We recommend reviewing their policies before sharing personal data.