

PRIVACY POLICY

This policy outlines:

- What information we collect about you and why, when you visit the website, subscribe to the mailing list, when you purchase a product or service from us or when you arrange a meeting via the calendar system.
- How we use your personal information, including who it is potentially shared with.
- How we protect your personal information.
- What rights you have in relation to the personal information that we hold about you

Brown Dog Developments Ltd is deemed to be a 'data controller'. Unless we are obliged or permitted to do so by law, we will not disclose any of your data to another third party without your consent. We will never pass your information to any company so that they may market their products to you.

What Information Do We Collect About You?

We may collect the following personal information, which includes personal information from you, when you visit our website:

- Name and address
- Contact details such as email addresses or telephone numbers
- IP address of your computer
- Cookies

Why Do We Collect The Information About You?

The personal information collected will be used by us to:

- Contact you if you have clicked the 'Request Contact' button.
- Arrange a meeting with you via the calendar system embedded on the website
- Provide you with the information that you have requested, including updates from which we may feel may be of interest to you.
- Include you in the subscription process in order that you receive the weekly email or regular newsletter that you have requested.
- Contact you to discuss any queries that you may have.
- Fulfilment and/or provide the service, that you have requested and made payment for.
- Accountancy purposes.

Please refer to our cookie policy below for further information in relation to what cookies are collected and why.

Cookies

A "cookie" is a small text file that is placed on a user's computer hard drive by a website.

There are several types of cookie and the most common are often referred to as 'session' cookies. These are used to keep track of information needed by a user as they travel from page to page within a website. These cookies have a short lifetime and expire within a few minutes of the user leaving the site.

Other types of cookies can be used to track internet activity after the user has left a website. These are usually sponsored by organisations external to the website being visited and are generally known as ‘third party’ cookies. These usually have a long lifetime with several months being quite common. They are ‘harvested’ and ‘refreshed’ whenever the user visits a page where the same or a similar cookie is being used.

The Brown Dog Developments Ltd uses benign, short lived ‘session’ cookies to tell whether a website user has logged in, where to find details that can be used to pre-fill parts of on-line forms and to personalise the user’s visit to the website.

Brown Dog Developments Ltd cookies do not analyse visits to other website or any searches undertaken whilst on the Brown Dog Developments Ltd website. Internet browsers normally accept cookies by default; however, it is possible to set a browser to reject cookies. If this is done it is important not to exclude the benign and useful session cookies. Choose an option that rejects all third party and long lived cookies.

The Brown Dog Developments Ltd uses cookie free technology that uses Internet Protocol (IP) information exchanged during the course of normal web activity combined with data enhancement technology to get detailed analytics information.

Why Can We Use Your Personal Information?

We will contact you based on the following understanding:

Reason for collection of information	Legal basis: Why the information can be used.
Contact us including arranging a meeting via a calendar system Providing you with information you have requested	On the understanding that you have submitted your personal details requesting further information from us which we deem to be a legitimate business interest.
Subscription to mailing list	On the understanding that you have provided consent for us to provide you with marketing emails to keep you updated about the business.
Fulfilment or provision of service	Fulfilling our Contractual Agreement
Accountancy purposes	Fulfilling a regulatory requirement
Use of testimonial	Which we deem to be a legitimate business interest
Fulfil & carry out our contractual obligations in relation to any purchases by you	Fulfilling a contract
Contact you to discuss any queries you have with your purchase or follow up	Legitimate business interest
Conduct analysis on projects completed, to review trends and to understand what our customers need	Legitimate business interest
Provide you with updates related to your project	Legitimate business interest
For our internal record keeping and administrative requirements	Legitimate business interest
To resolve any disputes	Legitimate business interest
Marketing for our offers	Consent

Who Might Your Personal Information Be Shared With?

We will only share your personal information with trusted partners to enable us to fulfil our obligations to you. If we do share it, we will ensure the necessary due diligence is carried out, so we are confident the necessary regulations are being met.

Your personal information may be shared with other companies to help us analyse and better understand our customers and their requirements.

At the time of writing this policy, the trusted partner that is used is Go Daddy platform, which is used to record appropriate personal information to enable us to fulfil our obligations to you in relation to providing information you have requested, updates to our services and our weekly email.

To enable us to manage our meetings, TEAMS and ZOOM are utilised. Whilst we do not record any meetings with you without your consent, we recommend you refer to these companies' privacy policies to understand what they potentially will do with your personal information.

How Do We Protect Your Personal Information?

To keep your personal information secure, we store it using industry standard encryption and information security policies proportionate to the size of our business. This means that your information is only accessible to our individuals who are authorised to do so and only within our approved locations. If your personal information is transmitted to any of our trusted partners, appropriate security measures are in place to ensure this isn't intercepted.

Location Of Your Data

The recipients of any personal information submitted on the website will be staff members of Brown Dog Developments Ltd and data is retained in the UK. There may be operational requirements to transfer your data outside of the UK, and this may occur as a result of the 3rd parties that we use, however if we do this the same degree of protection is given to your personal data as if it was stored and used within the UK and regulated in line with its laws.

Retention Period For Your Data

The personal data that we collect for the purpose mentioned about will be retained in line with our retention periods. After this date, we will either delete or anonymise it or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible. If after our initial conversation with you, you proceed to enter into a business relationship with us, we will provide you with further information as to what information we will hold about you, why this information is collected, and how long this information is retained for.

Reason for collection of information	Suggested Retention Period
--------------------------------------	----------------------------

Contact us including arranging a meeting via a calendar system Providing you with information you have requested	1 year from the last date we contacted you or from when you asked us to stop processing your personal information.
Subscription to mailing list	1 year from the date of an unsubscribe request.
Fulfilment or provision of service	6 years from the end of the business relationship
Accountancy purposes	6 years from the end of the business relationship
Use of testimonial	6 years from the end of the business relationship
Fulfil & carry out our contractual obligations in relation to any purchases by you	6 years from the end of the business relationship
Contact you to discuss any queries you have with your purchase or follow up	6 years from the end of the business relationship
Conduct analysis projects completed, to review trends and to understand what our customers need	6 years from the end of the business relationship
Provide you with updates related to your membership	6 years from the end of the business relationship
For our internal record keeping and administrative requirements	6 years from the end of the business relationship
To resolve any disputes	6 years from the end of the business relationship
Marketing for our offers	6 years from the end of the business relationship

Your Rights

In relation to the personal information that we hold about you, you may have the following rights:

Right to be informed – you have the right to ask to see what information we hold about you.

Right to access – to your personal information. If you wish to obtain a copy of the information, we hold about you please contact the relevant individual (contact details below) in writing with the subject 'Subject Access Request'. Generally, the information will be provided within one month, however, please be aware that we will take necessary steps to evidence your identity prior to releasing any personal information for your own security.

Right to rectification – if you believe the information, we hold about you to be incorrect or incomplete you have the right to ensure this rectified. For further information please contact the individual stated below. This rectification should typically be complete within one month.

Right to erasure – also known as the right to be forgotten. In specific circumstances you will have the right to have your personal information erased or to prevent processing. We can refuse your request for erasure if we have a legal obligation to continue to hold your information.

Right to object – you can ask us to stop contacting you by writing, calling or emailing us at davidgoodey@browndog.eu

Contact Details

Further information can be obtained from David Goodey, davidgoodey@browndog.eu

Right To Lodge A Complaint and ICO details

Whilst we would like to be given the opportunity to put right any issues you may have initially; you have the right to lodge a complaint with the Information Commissioner's Office (ICO) if you are unhappy with how we have handled your personal data.

<https://ico.org.uk/complain>

0303 123 1113

Date Policy last updated: 26/10/2023