

Privacy Policy

Last Updated: July 27, 2025

This document supersedes the revision from March 02, 2025

This Privacy Policy explains how Erin's Pet Sitting Services ("we," "us," or "our") collects, uses, and protects your personal information when you visit our website, erinspetsittingservices.co.uk (the "Website"). **This policy applies solely to your use of the Website and does not cover any pet sitting or other services provided by Erin's Pet Sitting Services outside of the Website.** If you have questions about this Privacy Policy, please contact us at erinspetsittingservices@mail.com.

We are committed to safeguarding your privacy and ensuring compliance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

1. Information We Collect

When you visit our Website, we may collect the following types of information:

1.1 Automatically Collected Information

We use Google Analytics to collect anonymous data about how visitors use the Website. This may include:

- Your IP address (anonymised by Google Analytics);
- The type of device, browser, and operating system you use;
- The pages you visit on our Website, the time spent on those pages, and the referring website (if applicable);
- Approximate location data (e.g., city or region, not your precise address).

This data is collected to help us understand how our Website is used and to improve its functionality. Google Analytics uses cookies to track this information. You can learn more about how Google processes data in its [Privacy Policy](#).

1.2 Information You Provide

When you use our Website, you may submit personal information through online forms, such as your name, email address, and signature, to request services or communicate with us. By submitting the form, you consent to our Privacy Policy, as indicated by the statement at the bottom of the form. Additionally, if you contact us directly via the email address provided (erinspetsittingservices@mail.com) or telephone, any information you include in your email will be handled in accordance with UK data protection laws.

2. How We Use Your Information

The information collected via Google Analytics is used solely for the following purposes:

- To analyse Website traffic and visitor behaviour;
- To improve the Website's design, content, and user experience;
- To monitor the effectiveness of our Website.
- We use the personal information you provide (name, email address, and signature) to:
 - Process your requests for pet sitting services;
 - Send you confirmation emails or other communications related to your request;
 - Contact you regarding your inquiries or bookings.

Signatures are included in the PDF sent via email as part of any forms you fill out and **are not stored separately**.

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We do not use this data to identify individual visitors or to contact you unless you submit your information through our Website forms or reach out to us directly.

3. Legal Basis for Processing

We process the data collected through Google Analytics based on our legitimate interests (as permitted under UK GDPR Article 6(1)(f)). Our legitimate interest is to maintain and improve the functionality and performance of the Website for all users.

We process the personal information you provide (name, email address, etc.) based on the following legal bases under UK GDPR:

- Consent (Article 6(1)(a)): If you provide your information through a form and consent to its use for processing your request or sending communications.
- Contract (Article 6(1)(b)): If the information is necessary to fulfill a contract for pet sitting services or to take steps at your request before entering into a contract.

You have the right to object to processing based on legitimate interests or withdraw consent (see Section 8).

4. Cookies and Tracking Technologies

Our Website uses cookies solely through Google Analytics. Cookies are small text files stored on your device that help us track usage patterns.

Google Analytics Cookies: These cookies collect anonymised data about your visit. You can opt out of Google Analytics tracking by installing the [Google Analytics Opt-Out Browser Add-On](#) or by adjusting your browser settings to block cookies (see Section 5).

We do not currently use any other cookies or tracking technologies.

5. Your Choices Regarding Cookies

You can control how cookies are used on your device:

Most web browsers allow you to block or delete cookies through their settings. Note that blocking cookies may affect your experience on the Website.

You can disable Google Analytics tracking specifically by using the opt-out tool linked above.

6. Sharing Your Information

We do not sell, trade, or otherwise share your personal information with third parties, except as follows:

Google Analytics: Data collected via Google Analytics is processed by Google in accordance with its own policies. We have configured Google Analytics to anonymise your IP address to enhance your privacy.

Other Google Services (including but not limited to Google Scripts): Personal information (name, email address, and signature) provided through our Website forms is processed via Google Services to send automated emails (e.g., booking confirmations). The signature is included in the PDF attached to the email and is not stored separately on our systems. Google processes this data in accordance with its [Privacy Policy](#).

Legal Obligations: We may disclose information if required to do so by law or to comply with a legal process (e.g., a court order).

7. Data Storage and Security

Data collected via Google Analytics and Google Scripts is stored on Google's servers, which may be located outside the UK. Google complies with data protection standards, including the UK-US Data Privacy Framework where applicable.

In the unlikely event of a data breach, we will notify affected individuals and the ICO within 72 hours, as required by law.

Personal information you provide (name, email address, and signature) is stored securely and accessed only by authorised personnel. We retain personal information (name, email address, and signature) for as long as necessary to provide our services or as required by law, after which it is securely deleted.

We take reasonable steps to protect the data we process, but no online system is entirely secure. If you contact us directly via email, your correspondence will be stored securely and accessed only by authorised personnel.

Our Website is not intended for children under 16, and we do not knowingly collect personal data from them. If we become aware that a child under 16 has provided us with personal information via email or forms, we will delete it as soon as possible.

8. Your Rights

Under UK data protection laws, you have the following rights regarding your personal data:

Access: You can request a copy of the data we hold about you (e.g., name, email address, signature, or Google Analytics data).

- Rectification: You can ask us to correct inaccurate data.
- Erasure: You can request deletion of your data (though this may not apply to anonymised Google Analytics data).
- Restriction: You can ask us to limit how we use your data.
- Objection: You can object to our use of your data based on legitimate interests.
- Portability: You can request your data in a transferable format (if applicable).
- Withdraw Consent: If you provided consent for us to process your data, you can withdraw it at any time.

To exercise these rights, please email us at erinspetsittingservices@mail.com. We will respond within one month, as required by law. If you're unhappy with our response, you can lodge a complaint with the UK Information Commissioner's Office (ICO) at www.ico.org.uk.

9. Third-Party Links

Our Website may contain links to external sites (e.g., Facebook, Rover). We are not responsible for the privacy practices or content of these third-party sites.

10. 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.

This update includes new information about the collection and processing of names, email addresses, and signatures using Google Scripts for email communications. We encourage you to review this policy periodically.

If we introduce new features to the Website (e.g., additional forms or analytics tools), we will update this Privacy Policy to reflect those changes and how they affect your data.

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11. Contact Us

If you have any questions or concerns about this Privacy Policy or how we handle your data in relation to the Website, please contact Erin at:

Email: erinspetsittingservices@mail.com

Website: erinspetsittingservices.co.uk

This Privacy Policy applies only to your use of the Website and does not extend to any pet sitting or other services provided by Erin's Pet Sitting Services.