

Privacy Policy

Parents or guardians should read this Privacy Policy and explain to any children using this website the implications of this Privacy Policy.

About ANIMALS ACTUALLY

Animals Actually Ltd www.animalsactually.com is committed to protecting your privacy. This privacy policy (Privacy Policy) tells you how we collect, store, process and use your/your children's personal information. By using this site (the Site) you agree to your/your children's personal information being processed in accordance with this Privacy Policy. You should read this Privacy Policy in conjunction with our Terms and Conditions of Use.

We may collect and process information about you/your children that you/your children provide to us through you/your children's use of the Site regardless of where you visit it from.

Children

Our Site is designed partly for children. Therefore we are aware that we must be extra cautious when processing personal information. If you are under the age of 18, you may only use this Site and provide personal information if you have the consent of, and are supervised by, a parent or guardian. If we believe a child using this Site is under 18 we will not process any personal information of that child without the consent of the parent or guardian. If the user is 18 or over we will only collect and process personal information as long as we believe the user understands what is involved. We will not disclose information collected from children under the age of 18 to anyone else without the consent of a parent or guardian.

Please read the following carefully to understand our views and practices regarding your/your children's personal data and how we will treat it.

For the purpose of the Data Protection Act 1998 (the **Act**) and the EU General Data Protection Regulation (GDPR), the data controller is Animals Actually Ltd www.animalsactually.com of Building 3, North London Business Park, Oakleigh Road South, London, England N11 1GN. Our ICO registration number is ZA476015.

Our nominated Data Protection Officer (DPO) is Cher Chevalier and you may contact our DPO to find out more about the way we treat and use personal data via email at support@animalsactually.com

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

What Information Do We Use?

We may collect personal information from you/your children when you/your children children participate in, access or sign up to any of the Site's activities, online content, newsletters, competitions or respond to communications from us. We may collect and process the following personal information:

- **Information you/your children give us about you/your children.** This is information about you/your children that you/your children give us by corresponding with us by phone, e-mail or otherwise. It only includes basic personal data required for you/your children to find out more about our services and when you report a problem with our website. The information you/your children give us may include your full name; email address; address; postcode; phone number; age; children's name(s); and children's age(s); and gender.
- **Information we collect about you/your children.** With regard to each of your/your children's visits to our website we will automatically collect the following information:
 - technical information, including the Internet protocol (IP) address used to connect you/your children's computer to the Internet, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform;
 - information about your/your children's visit, including the full Uniform Resource Locators (URL), clickstream to, through and from our website (including date and time), products you/your children viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), methods used to browse away from the page.
- **How we may use you/your children's personal information:** We (or third-party data processors acting on our behalf) may collect, store and use you/your children's personal information for the following purposes:
 - to provide our services, activities or online content and to provide information about our services, activities and online content which may be tailored to your/your children's individual tastes.
 - to provide you/your children with services that you/your children request.
 - to contact prize winners of competitions;
 - to send out newsletters you/your children have subscribed to;
 - to complete any purchases you make through the Site;
 - to provide you/your children with services that you request;

Change of Purpose

We will only use you/your children's personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please email us at support@animalsactually.com.

If we need to use you/your children's personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process you/your children's personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

How Do We Share You/Your Children's Information?

You acknowledge and agree that from time to time we have the right to share you/your children's personal information with:

- Selected third parties including:
 - Google LLC. ("Google") based in the US, for the storage of documents that include you/your children's personal data on Google Drive, the use of Gmail in order to contact you about any services we provide to you and Google Contacts to store and maintain our clients' details;
 - select business partners, suppliers and sub-contractors for the performance of any contract we enter into with you.

We will disclose you/your children's personal information to third parties:

- in the event that we sell or buy any business or assets, in which case we will disclose you/your children's personal data to the prospective seller or buyer of such business or assets.
- if Animals Actually Ltd www.animalsactually.com or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- if we are under a duty to disclose or share you/your children's personal data in order to comply with any legal obligation, or in order to enforce or apply our **Website Terms and Conditions** and other agreements; or to protect the rights, property, or safety of Animals Actually Ltd, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

We will not disclose, sell or rent your/your children's personal information to any third party unless you have consented to this. If you do consent but later change your mind, you may contact us and we will cease any such activity.

The Requirements of Data Protection Laws

We regard the lawful and correct treatment of you/your children's personal information by us as very important to our successful operation, and to maintaining confidence between us and our users. We ensure that our organisation treats personal information lawfully and correctly. To this end we fully endorse and adhere to UK data protection legislation and in particular to the 'Data Protection Principles' set out in the Data Protection Act 1998. In particular, without your consent or first amending this Privacy Policy to reflect any change in our usage of personal information:

- we will not use your/your children's personal information for any purpose that is incompatible with this Privacy Policy;
- we will only collect sufficient personal information for the uses set out above;
- we will endeavour to keep your/your children's personal information up-to-date;
- we will not retain your/your children's personal information longer than necessary unless required to do so by law;
- we will operate appropriate technical and organisational processes to protect your/your children's personal information against unauthorised or unlawful access or processing and against accidental loss or destruction. The detailed measures we take are described elsewhere in this Privacy Policy; and
- we will not transfer your/your children's personal information to any country unless safeguards are in place to protect your/your children's personal information to the standards that apply within the EU.

Where Do We Store You/Your Children's Information?

All personal data we process is processed by our staff in the UK however for the purposes of IT hosting and maintenance this information is located on servers within the European Union.

Google is based outside the European Economic Area (EEA) so their processing of you/your children's personal data will involve a transfer of data outside the EEA.

Whenever we transfer you/your children's personal data out of the EEA, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented. Google is part of the Privacy Shield which requires it to provide similar protection to personal data shared between the Europe and the US.

Please contact us at info@spiritualadviser.co.uk if you want further information on the specific mechanism used by us when transferring you/your children's personal data out of the EEA.

Once we have received you/your children's information, we have a Data Protection regime in place to oversee the effective and secure processing of you/your children's personal data and we will use strict procedures and security features to try to prevent unauthorised access.

However and unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect you/your children's personal data, we cannot guarantee the security of you/your children's data transmitted to our website at transmission stage; any transmission is at your own risk.

How Long Do We Keep You/Your Children's Information for?

In some circumstances you can ask us to delete you/your children's data. See below for further information.

We are required under UK tax law to keep you/your children's basic personal data (name, address, contact details) for a minimum of 6 years after which time it will be destroyed. In all other circumstances we will keep you/your children's data for up to 6 months.

In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

What Are Your Rights?

If at any point you wish to know which information we are processing about you/your children, or if you do not wish for us to process you/your children's information anymore or if you believe the information we process on you/your children is incorrect or obsolete you can request to see this information and/or have it corrected or deleted by us by contacting us at support@animalsactually.com. We will fulfil your request to exercise your rights within a month and at no cost.

Third-Party Links

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you/your children. We do not control these third-party websites and are not responsible for their privacy statements. When you/your children leave our website, we encourage you to read the privacy notice of every website you visit.

Changes to our Privacy Notice

Any changes we make to our privacy notice in the future will be posted on this page.

Cookies Policy

Visiting Animals Actually with your browser settings adjusted to accept cookies tells us that you consent to our use of cookies.

What are cookies?

A cookie is a small text file that can be saved on your computer when you visit certain websites. You can think of cookies as providing a 'memory' for websites, enabling them to recognise you and show the information you expect. Cookies are not programs and therefore cannot contain viruses or other malicious software.

How does ANIMALS ACTUALLY use cookies?

We use cookies to build up a profile of how our users typically use Animals Actually, and we use this information to help make our website as efficient as possible. The cookie-related information is not used to identify you personally. They do allow us to track how many unique users we have and how often they visit Animals Actually; they are used for statistical purposes only.

Third-party cookies

Some third parties may use their own anonymous cookies to track how many times you have seen a particular advertisement or visited a particular site. Animals Actually can't read or write these third party cookies, nor can third parties access the cookies that we use.

Can I turn cookies off?

If you are primarily concerned about third party cookies, you can turn these off. All modern browsers allow you to change your cookie settings.

To learn more about cookies and how to disable them please visit the following site: http://ico.org.uk/for_the_public/topic_specific_guides/online/cookies