Privacy Statement

1. About Pet Gallery

petgallery.co.uk is a web site built and maintained by Extragenius Ltd. This Privacy Statement describes how Extragenius Ltd collects and processes your personal information. The data controller for the information you provide or that we collect on petgallery.co.uk is:

Data Controller
Extragenius Ltd
27 The Dock
Catshill
Bromsgrove
Worcestershire
Tel: +44 (0)121 663 0699 Fax: + 44 (0)121 663 0966 eMail: info@extragenius.com

The company data protection official may be contacted in writing or email the data protection officer using the above contact details.

2. Information we collect and how we use it

a) When submitting material for use on the site via our online form or by email.
We need to know from whom a request is coming and where to send an answer to, so your contact details are needed. The data we collect and store about you is:

- Email address

Further personal information you may submit:

- Your forename or nickname (optional)
- An image (which may identify an individual) (optional)
- Any personal details held in text you submit to the Pets Gallery team (optional). e

We process your information, but only with your consent pursuant to Article 6 (1)(1)(a) GDPR.

b) When visiting our website
When you visit petgallery.co.uk we automatically collect certain information transmitted from your browser to our website and we temporarily store that information in a log file. In the course of this procedure, the following data is collected and stored, without any action on your part, until the time of automatic deletion:

- the IP address of the accessing computer
- the date and time of access
- the name and URL of the retrieved file
- the website from which access is made (Referrer-URL)
- the browser used by you and, if necessary
- the operating system of your computer as well as the name of your Internet Access Provider

The purposes of processing any of the data mentioned above are as follows:

- establishing a successful connection to our website
- guaranteeing a convenient usability of our website
- for reasons of system security and statistical evaluation and
- for other administrative purposes.

The legal bases of the processing of data is Article 6 (1)(1)(f) of the GDPR, legitimate interests resulting from the listed purposes of processing above. Under no circumstances will we use the collected data to identify an individual. We use cookies and analytical services to automatically collect information about you when you visit our website. Further information on this can be found in sec. 5 and 6 of this privacy policy.

3. Retention of Data

Extragenius Ltd retain personal data submitted by contributors to the site.

The information is stored on UK based secure servers until either:

a) the contributor requests that the data is erased

b) the content is permanently removed from the web site(s), in which case the record will be archived and eventually deleted.
c) An item is superseded by the contributor, in which case an old record may be overwritten with more up-to-date one

Some data is also held on local computers at the offices of Extragenius Ltd, so that we can plan, develop and maintain the petgallery site(s). When data is deleted from UK2 servers, a physical record and / or backup can remain there in place for up to 2 months.

Copies of some records are also held on local computers at Extragenius offices. This is for planning, design, development and maintenance of sites.

Local backups of computers are taken and overwritten on a cycle over up to 2 years.

4. Disclosure of Data

Extragenius Ltd may share personal data to third parties when:
• you have given your expressly consent pursuant to Article 6 (1)(1)(a) GDPR,
• pursuant to Article 6 (1)(1)(f) GDPR, it is necessary for the establishment, exercise or defence of legal claims and there is no reason to believe of overriding your legitimate interest in preventing the disclosure of your personal data,
• pursuant to Article 6 (1)(1)(c) GDPR, there is a legal obligation for us to do so, and
• it is permitted by law and, pursuant to Article 6 (1)(1)(b) GDPR, it is necessary for the settlement of the terms and conditions of the contract with you.

5. Cookies

We use cookies on our website. Cookies are small text files that are automatically sent to or accessed from your web browser and stored on your device (laptop, tablet, smartphone etc.) when visiting our website. Cookies do not cause any damage on your computer and do not contain any malware (viruses, Trojans and other programs causing harm). A cookie contains information resulting from the connection with a specific device but no information, which betray your identity. The application of Cookies helps us improve your experience of our services. We use so-called session cookies to recognise the pages of our website you have visited before. They are deleted automatically when you leave our website.

We use cookies to compile statistics about the use of the website that help us to improve our services (see sec. 6). These cookies are automatically deleted after a defined period of time. Data processed by cookies is required for purposes mentioned above for the protection of our and third parties' legitimate interests pursuant to Article 6 (1)(1)(f) GDPR. Most Internet browsers automatically accept cookies. However, you can configure your browser so that no cookies are stored on your computer or a message appears whenever you receive a new cookie. However, deactivating cookies may prevent you from having access to all features available through our website.

6. Analytical tools

In order to constantly improve and optimise our services, we use so-called tracking technologies – pursuant to Article 6 (1)(1)(f) GDPR. Moreover, we utilise them to analyse how users use the site. In accordance with the before-mentioned article these interests are considered ‚legitimate '. The relevant purposes of data processing and data categories can be found in the corresponding tracking technologies.

<u>Cloudflare</u>

We use Cloudflare as an analytical tool, to help us understand how our sites are used. Cloudflare have a UK office and a query email address:
Cloudflare, Ltd.
County Hall/The Riverside Building
Belvedere Road
London, SE1 7PB for the attention of the Data Protection Officer <u>privacyquestions@cloudflare.com</u>

7. Rights of data subjects

Persons whose data are stored at Extragenius Ltd have the following rights:
• Pursuant to Article 15 GDPR the right to information about stored personal data. You have the right to ask for a copy of personal data we hold about you and to check we are dealing with it lawfully by asking for information about how we process it. This includes information about the aim of dealing with personal data, the categories of personal data, the categories of persons to whom personal data can be transferred to, the maximum storage time, the origin of data not collected by us, the existence of automated decision-making incl. profiling (in detail, if necessary), your right to correct, delete, limit or object to the processing of personal data, and your right to appeal.
• Pursuant to Article 16 GDPR the right to correction of inaccurate or incomplete personal data immediately.
• Pursuant to Article 17 GDPR the right to deletion of your personal data stored at our company. We may reject requests for certain reasons, including if the request may infringe the exercise of freedom of expression and information, our complying to legal obligations, reasons of public interest, or the establishment, exercise or defence of legal claims.
• Pursuant to Article 18 GDPR the right to restriction of processing of your personal data if you contest to the accuracy of an item of personal data, or if the processing is unlawful but you object to the deletion of the personal data although we no longer need them because you need them to assert, exercise or defend legal claims pursuant to Article 21 GDPR after having objected to the processing.
• Pursuant to Article 20 GDPR you have the right to ask us to transfer your personal data to you, or to a third party. We will provide the data in a structured machine-readable format as used by common word processors.
• Pursuant to Article 7 (3) GDPR you have the right to withdraw at any time the consent you gave to our use of your personal data.
• Pursuant to Article 77 GDPR the right of appeal to a supervisory authority. File your complaint with the supervisory authority of your residence or place of employment or of our registered office.

8. Right of Objection

If we process your personal data in accordance with our legitimate interests pursuant to Article. 6 (1)(1)(f) GPDR you have the right to object to this processing pursuant to Article 21 GPDR, for reasons relating to your particular situation or for the purposes of direct marketing. In the latter case, you have the right to object without limitation. If you want to object, please send an email to info@extragenius.com.

9. Data security

When visiting petgallery.co.uk your data will be protected by SSL encryption technology (Secure Socket Layer) in conjunction with the highest level of encryption that is supported by your browser. Usually this is a 256-bit encryption protection. In case your browser does not support the 256-bit encryption, we make use of the 128-Bit v3 technology instead. A single page of our website is transmitted encrypted, if you can see the closed exposition of a key and key symbol respectively in the lower status bar of your browser. We use appropriate technical and organisational security measures to protect your personal data stored by us against manipulation, partial or complete loss and against unauthorised access by third parties. Our security measures are continuously improved in line with technological developments.

10. Topicality and Amendment of the Data Protection Declaration

This data protection declaration is currently valid and dated January 2024. This Privacy Policy may change from time to time for reasons of further development of our website and services, or due to a change in laws or regulations. Please check our website regularly for the latest version here: https://petgallery.co.uk/

This Privacy Statement was updated on 1st January 2024.