



Privacy Policy for Wagtails Dog Training

Last updated: May 2026

Welcome to Wagtails Dog Training. We are committed to protecting your privacy and handling your personal information in a safe and transparent manner.

This Privacy Policy explains how we collect, use, and protect your information when you use our website or contact us regarding our dog training services.

1. Who We Are

Wagtails Dog Training

Website: www.wagtailsdogtraining.co.uk

Email: tracy.phipps@wagtailsdogtraining.co.uk

If you have any questions about this Privacy Policy or how your data is handled, please contact us using the details above.

2. Information We Collect

We may collect and process the following information:

- Your name
- Email address
- Telephone number
- Address (if required for home training visits)

- Information about your dog, including breed, age, behaviour, and training history
- Booking and appointment details
- Payment information
- Any information you provide through contact forms, emails, phone calls, or social media messages

We may also collect technical information such as:

- IP address
- Browser type
- Device information
- Website usage data through cookies or analytics tools

3. How We Collect Your Information

We collect information when you:

- Submit a contact form through our website
- Contact us by email, phone, social media, Facebook, or WhatsApp Business
- Book training sessions
- Make payments
- Subscribe to updates or newsletters (if applicable)
- Browse our website

4. How We Use Your Information

We use your information to:

- Respond to enquiries
- Arrange and provide dog training services
- Manage bookings and appointments
- Process payments
- Maintain training records
- Improve our website and services
- Communicate important service updates
- Meet legal or accounting obligations

We will only use your personal information where we have a lawful basis to do so under UK data protection law.

5. Payments

Payments may be processed securely through [Square UK](#)

We do not store or have access to your full card payment details. Payment information is handled securely by Square in accordance with their own privacy and security policies.

We recommend reviewing [Square's privacy policy](#) to understand how your payment information is processed.

6. Sharing Your Information

We do not sell or rent your personal information to third parties.

We may share information with trusted third-party providers where it is necessary to operate our business, including:

- Payment processors (such as Square)
- Website hosting providers
- IT or administrative service providers
- Legal or regulatory authorities where required by law

Any third parties we use are expected to keep your information secure and only use it for authorised purposes.

7. Cookies and Website Analytics

Our website may use cookies or similar technologies to improve user experience and analyse website traffic.

Cookies are small files stored on your device that help websites function properly and provide insights into how visitors use the site.

You can control or disable cookies through your browser settings.

If we use analytics services such as Google Analytics, these services may collect anonymised information about website usage.

8. Data Storage and Security

We take reasonable steps to protect your personal information from unauthorised access, misuse, loss, or disclosure.

Information is stored securely using appropriate physical, electronic, and administrative safeguards.

However, no method of internet transmission or electronic storage is completely secure, and we cannot guarantee absolute security.

9. How Long We Keep Your Information

We only retain personal information for as long as necessary to:

- Provide our services
- Maintain business and financial records
- Comply with legal, tax, or insurance obligations
- Resolve disputes

When information is no longer required, it will be securely deleted or destroyed.

10. Your Rights

Under UK data protection law, you have the right to:

- Request access to your personal data
- Request correction of inaccurate information
- Request deletion of your information
- Object to certain types of processing
- Withdraw consent where consent has been given
- Request restriction of processing
- Request transfer of your data where applicable

To exercise any of these rights, please contact us using the details above.

11. Photos and Social Media

From time to time, we may request permission to use photographs or videos of training sessions or dogs for marketing purposes, including on our website or social media pages.

We will seek your consent before sharing identifiable images or videos.

12. Third-Party Links

Our website may contain links to external websites or social media platforms. We are not responsible for the privacy practices or content of third-party websites.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in legal requirements or business practices.

Any updates will be posted on this page with a revised “Last updated” date.

14. Complaints

If you are unhappy with how we handle your personal data, you have the right to lodge a complaint with the UK Information Commissioner’s Office (ICO).

Information Commissioner’s Office (ICO) www.ico.org.uk