
Lucy Ward Dog Training (LWDT) is committed to ensuring the protection of personal information collected in the conduct of its business. Our Privacy Policy is designed to inform our clients and others who deal with us, about how we collect, hold, use and disclose personal information.

What is personal information and how do we collect it?

LWDT collects personal information about our clients, to provide dog and puppy training services and to effectively manage our business relationships. The types of personal information we collect may be contact details, or may include further information to enable us to support you in your training and goals.

What we collect

We may collect the following information:

- Name and required service
- Information including email address
- Demographic information such as postcode, preferences and interests
- Other information relevant to support you during training

What we do with the information we gather

We require the above information to understand your needs and provide you with a better service for the following reasons:

- Internal record keeping
- To improve our services
- We may also use your information to contact you for market research purposes. We may contact you by email, phone or mail. We may use the information to customise the website or Facebook group according to interests

Disclosure of personal information

LWDT will not disclose, share, sell or rent any personal information LWDT hold about you without your consent or are required by law to do so. Where LWDT have outsourced a function or activity to an external service provider, we will only disclose information that the service provider needs to undertake that function or activity. We will require external service providers to enter into confidentiality agreements, prohibiting them from using or disclosing personal information, for any purpose other than to carry out the function or activity for which they are engaged.

The quality, accuracy and correction of personal information we hold

Protecting personal information is a priority and LWDT always considers security and confidentiality when handling personal information. It is important that the information we maintain and use is accurate, complete and up-to-date. If at any time your personal details change, please let us know so we can update our records.

Access to personal information

We respect your right to access personal information LWDT hold about you. You may request details of personal information which we hold about you under the Data Protection Act (1998). If you believe that any information we are holding on you is incorrect, please get in contact via: info@lucywarddogtraining.co.uk

Data security

LWDT are committed to ensuring that your information is secure. LWDT takes reasonable steps to protect all personal information we hold, from misuse, loss and from unauthorised access, modification or disclosure. All data and laptops are kept secure with password protections. We will take reasonable steps to destroy or permanently de-identify your personal information when it is no longer needed.

Further information

If you have any questions about our Privacy Policy or require more information concerning our privacy practices, please address your enquires to: info@lucywarddogtraining.co.uk