



Our Privacy Policy

Hero Paws SCIO (“we”, “our” or “us”) are committed to protecting the security and privacy of all personal information collected from you whilst providing a personalised service that keeps you up-to-date with issues and services that meet your individual preferences and needs. We therefore conduct our business in compliance with applicable laws on data privacy protection and data security. This policy (together with our terms of use) and any other documents referred to on it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. By using our website, you indicate your consent to the collection and use of such information in accordance with the following Privacy Policy.

For the purpose of the Data Protection Act 1998 (“the Act”), the data controller is Hero Paws SCIO having our registered office at 53 Burnbrae Park, Kincardine, FK10 4RP

Information We May Collect From You We may ask you to provide certain information when you use our website. You will know when we are collecting information intended to be kept for future use because the web page will contain a link to this privacy policy.

The information collected may include:

- your name, occupation and job title
- postal/e-mail address
- details about services or products you specifically request
- details from documents you complete online
- details of your visits to our website including but not limited to traffic data, location data, weblogs and other communication data and the resources that you access

IP Addresses And Cookies We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.

Some websites use “cookies” which are text only strings of information that the website you are visiting transfers to the cookie file of the browser on your computer. The purpose is to identify users and to enhance the user’s experience by customising web pages. A cookie will usually contain the name of the domain from which the cookie has come, an expiry date for the cookie, and a value which is usually a randomly generated unique number. However this website does not use cookies.

Uses Made of Your Information We may use information held about you in the following ways:-

- To ensure that content from our website is presented in the most effective manner for you
- To provide you with information on products or services that you request from us or which we may feel may interest you but only where you have consented to be contacted for such purpose
- To carry out our obligations in respect of any contract entered into between you and us
- To notify you of changes to our website where appropriate

Where We Store Your Personal Data The information you provide us with will be held on our computers in the UK and may be accessed by or given to our staff, contractors and agents who act for us for the purposes set out in this policy or as otherwise permitted by law. We will take



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all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy and in accordance with our obligations under the Data Protection Act 1998, the Privacy and Electronic Communications (EC Directive) Regulations 2003 and any amendments thereto.

This website may contain links that make it easy for users to visit other websites. If the user uses the links to leave this website and visit a website operated by a third party, we do not have any control over that website. Accordingly, we cannot be responsible for the protection and privacy of any information which you may provide while visiting such websites. In every case you should exercise caution and look at the privacy statement applicable to the website in question.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our website; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

Sharing Your Information We will not sell the personal information that we collect from you and will only use it for the purposes set out in this policy. However, we may disclose your personal information to third parties if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of use and other agreements or to protect the rights, property, or our safety, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction or to assist in any investigation into alleged illegal or criminal conduct.

Your Rights You can choose to restrict the collection or use of your personal information. You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you before collecting your data if we intend to use it for such purposes. If you have previously not objected to us using your personal information for direct marketing purposes, you can change your mind at any time by emailing us at: admin@heropaws.org.uk Under the Data Protection Act 1998, you may request details of personal information that we hold about you but you may be charged a small administration fee of no more than £10 for this information. If you want to make a request or if you believe that any information we hold about you is incorrect or incomplete you should write to the Data Protection Officer at Hero Paws Ltd at the above address. Any information which is found to be incorrect will be corrected as soon as possible.

Social Networking The Site may offer you the opportunity to share or follow information about us (or the Site or our services) using third party social networking functionality (such as through "share this", "like" or "follow" buttons). We offer this functionality in order to generate interest in us, the Site and our services among the members of your social networks, and to permit you to share and follow opinions, news and recommendations about us with your friends. However, you should be aware that sharing personal or non-personal information with a social network may result in that information being collected by the social network provider or result in that



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information being made publicly available, including through Internet search engines. Please note that we do not exercise any endorse or control the policies or practices of any third party social network whose functionality you may access through the Site. You should always read the privacy policy of any social network through which you share information carefully in order to understand their specific privacy and information usage practices.

Changes Any changes we make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by email.

Contact Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to the Data Protection Officer.