

Privacy & Cookie Policy

Premier Pets Hotel Limited as a data controller and data processor is required to legitimately prove that we have permission to store and process the necessary level of personal data required to use our services, e.g. customer's that have been registered onto Premier Pets Hotel website and have consented to our terms and conditions of service.

Data protection and security places significant management responsibility on Premier Pets Hotel Limited to meet GDPR 'Data Protection' compliancy requirements. The adoption of data protection policies/procedures and 'best practices' allows effective personal data handling within the scope of its intended and consensual use to ensure that GDPR's 'core' individual rights are delivered. (See [Your Rights as Individuals](#) on Page 4 below).

The processing of personal data, such as the name, address, e-mail address, or telephone number of a registered customer/service user shall always be in line with the General Data Protection Regulation (GDPR), and in accordance with applicable data protection regulations. By means of this data protection declaration, Premier Pets Hotel Limited would like to inform registered and non-registered customers/service users the nature, scope, and purpose of the personal data we collect, use and process. Furthermore, registered customers/service users are informed, by means of this data protection declaration, of the rights to which they are entitled.

As the data controller and processor, Premier Pets Hotel Limited has implemented necessary procedural and/or system measures to ensure an appropriate level of protection of personal data stored and processed through its website. However, Internet-based data transmissions may in principle have security vulnerabilities, therefore, absolute protection may not be guaranteed. In situations, where there is a possible exposure to a known/understood vulnerability, to mitigate the risk level, a customer is free to communicate personal data to us via alternative means, e.g. by telephone.

Consent (GDPR Definition)

Consent of the data subject, i.e. a customer is where; any freely given, specific, informed and unambiguous indication of the data subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her.

1. Name and Address of the controller and processor

Data Controller and Data Processor for the purposes of the General Data Protection Regulation (GDPR), other data protection laws applicable in Member states of the EU and other provisions related to data protection is:

Premier Pets Hotel Limited, Asher Lane, Ruddington, Nottingham NG11 6JX, UK.

Phone: 0115 921 6400

Email: info@premierpetshotel.co.uk

Website: <https://premierpetshotel.co.uk>

2. Cookies

a. What is A Cookie and How are They Used

A cookie is a very simple text file that gets downloaded onto your device when you visit a website. They generally contain two bits of information: a site name and a unique user ID. Once the cookie is on your computer, the site "knows" that you have been there before and can then use that knowledge to customise the experience that you have. All commercial website; be they major banks or ecommerce site, e.g. organisations, businesses selling services or goods online/over the internet will use them.

Premier Pets Hotel website uses cookies by a consent option when visiting our website. We use cookies to personalise content to help improve customer/ service user experience, and to provide analysis of Premier Pets Hotel website user traffic. Premier Pets Hotel website customer usage activity is collected solely for analytics/statistical requirements, (via Google Analytics).

For particular types of information or processing, we may provide you with choices or request your further consent related to what information we collect and how we may process it.

Statistic cookies help website owners to understand how visitors interact with their website by collecting and reporting information anonymously. Premier Pets Hotel cookies customer consent applies to the following website domain name: www.premierpetshotel.co.uk - Allows the following (Statistics) cookies to be used.

COOKIE NAME	PROVIDER	TYPE	EXPIRY
__utm.gif	google-analytics.com	pixel	Session
Cookie purpose description:	Google Analytics Tracking Code that logs details about the visitor's browser and computer.		
__utma	premierpetshotel.co.uk	HTTP	2 years
Cookie purpose description:	Collects data on the number of times a user has visited the website as well as dates for the first and most recent visit. Used by Google Analytics.		
__utmb	premierpetshotel.co.uk	HTTP	Session
Cookie purpose description:	Registers a timestamp with the exact time of when the user accessed the website. Used by Google Analytics to calculate the duration of a website visit.		
__utmc	premierpetshotel.co.uk	HTTP	Session
Cookie purpose description:	Registers a timestamp with the exact time of when the user leaves the website. Used by Google Analytics to calculate the duration of a website visit.		
__utmt	premierpetshotel.co.uk	HTTP	Session
Cookie purpose description:	Used to throttle the speed of requests to the server.		
__utmz	premierpetshotel.co.uk	HTTP	6 months
Cookie purpose description:	Collects data on where the user came from, what search engine was used, what link was clicked and what search term was used. Used by Google Analytics.		

b. First and Third-Party Cookies Explained

First-Party Cookies

These are cookies that are set by this website directly.

- **Login:** A login cookie is used to preserve your personal login preferences as set on the login screen.
- **Google Analytics:** Google Analytics typically collects information about visitor behaviour on our website. Google Analytics stores information about what pages you visit, how long you are on the site, how you got here and what you click on. This Analytics data is collected whilst visiting pages on our site and is not tied to personally identifiable information. We therefore do not collect or store your personal information (e.g. your name or address) so this information cannot be used to identify who you are.

To find out more about Google's position on privacy as regards its analytics service [here](#).

- **Banner advertising:** These cookies allow us to know whether or not you've seen an advert and how long it is since you've seen it.
- **PPC:** These cookies use Google Analytics to track our PPC (Pay Per Click) campaigns by dropping cookies onto users' browsers.

Additional information on Google Analytics can be found here:

<http://www.google.com/policies/technologies/ads/>

<https://developers.google.com/analytics/devguides/collection/gajs/cookie-usage>

Third-Party Cookies

These are cookies set on your device(s) by external websites whose services are used on this site. Cookies of this type are the sharing buttons across the site allow visitors to share content onto social networks.

Cookies are currently set by

- Facebook
- YouTube
- Yell.Com
- Twitter

In order to implement these buttons and connect them to the relevant social networks and external sites, there are scripts from other website domains outside of our website. You should be aware that these sites are likely to be collecting information about your activity whilst you are connected to the internet, including on this website.

You should check the respective policies of each of these sites to see how exactly they use your information and to find out how to opt out, or delete, such information.

3. Personal Data Management

The website of Premier Pets Hotel Limited contains information that enables a quick electronic contact to our Company, as well as direct communication with us, which also includes a general address of the so-called electronic mail (e-mail address). If a data subject, i.e. a customer contacts the controller, i.e. Premier Pets Hotel by e-mail or via a contact form, the personal data transmitted by the data subject are automatically stored. Such personal data transmitted on a voluntary and consensual basis by a data subject to the data controller are stored for the purpose of processing or contacting the data subject. There is no transfer of this personal data to third parties.

4. Personal Data Retention

Premier Pets Hotel shall store the personal data of a customer, i.e. Name, Postal Address, Landline Telephone & Mobile Phone Numbers and Email Address only for the period necessary to perform legitimate business, financial processes currently operating under internal company policies.

Further, if personal data retention is stipulated from a legal perspective and/or bound by applicable law, Premier Pets Hotel will fulfill its legal/regulatory obligation to be compliant.

5. Privacy Rights of a Data Subject (Personal Data Processing)

For purposes of this Privacy Policy, "personal data" has the meaning ascribed in the EU General Data Protection Regulation.

a. Processing Bases and Consequences

To process your personal data, we rely on the following legal bases:

- For the performance of a contract we have with you (such as if you use our services to make a kennel or cattery booking, we'll use your information to carry out our obligation to complete and administer your booking).
- For compliance with a legal obligation to which we are subject (such as tax obligations and when we are obliged to comply with lawful requests from competent authorities such as law enforcement).
- For the purposes of our legitimate interests (such as tailoring your experience on our Site and for fraud detection), provided that such processing does not outweigh your rights and freedoms.

The processing may also be pursuant to other applicable legal bases for data processing, especially provisions set out by Member State law. To the extent that a legal ground described above would not apply to processing of your Personal data by us, we will seek your consent for such specific purpose in accordance with applicable law.

Your Rights as Individuals - (Being Informed and Giving Your Consent)

To the extent a specific element of our processing of your personal data relies upon your consent, you may withdraw such consent at any time with future effect. Such a withdrawal will not affect the lawfulness of the processing prior to the consent withdrawal, the Privacy Policy describes the options we provide you to easily decline or withdraw your consent.

If you wish to object to the processing of your personal based on legitimate interest and no opt-out mechanism is available to you directly, please email info@premierpetshotel.co.uk.

However, if you do not provide us with your necessary personal data, we may not be able to fulfill the requested purpose of collection, i.e. payment for animal boarding services offered by Premier Pets Hotel and/or such as to respond to your queries or provide relevant website links to you. However, unless otherwise specified, not providing your personal data will not result in legal consequences for you.

6. Additional Data Privacy Rights Under GDPR

Additional data privacy rights: Below please find information on additional rights you may have under applicable law:

- **Access:** You may request that we confirm whether or not we are processing your personal data. If we are, you may request a copy of your personal data, which we will provide free of charge, together with information about the such processing, such as the purposes of the processing and the categories of personal data concerned. However, this is not an absolute right and the interests of other individuals may restrict your right of access. For further copies, we may charge a reasonable fee based on administrative costs. We may decline requests which are excessive, particularly if repetitive.
- **Rectification:** You may edit some of your personal data in your Premier Pets Hotel account on Premier Pets Hotel website. You may also ask us to change, update or fix your personal data in certain cases, particularly if it's inaccurate.
- **Erasure:** You may request the erasure of your personal data.
- **Restrict Processing:** You may ask us to restrict the processing of your personal data under certain circumstances, such as if your Personal Data is inaccurate or unlawfully held.
- **Data portability:** You may ask for a copy of the personal data you provided to us in a structured, commonly used and machine-readable format and you may have the right to transmit this data to another entity.
- **Object:** You may object to the processing of your personal data on grounds relating to your particular situation under certain circumstances, for example for direct marketing. If you have a right to object and you exercise this right, your personal data will no longer be processed for such purposes by us, unless there are overriding compelling legitimate grounds for the processing or as otherwise provided under applicable law.

Please note that these rights may be limited under applicable laws. Learn how to exercise these rights.

To exercise your data subject rights under EU General Data Protection Regulation, please submit your request to info@premierpetshotel.co.uk so that we can better process your request, please provide the email you use to log into your Premier Pets Hotel account. If you do not have an account, please provide an alternative email where you can be contacted.

Please note that we may need to retain certain information for recordkeeping purposes, to complete any transactions that you began prior to your request, or for other purposes as required or permitted by applicable law.

Consent

- ***By using Premier Pets Hotel website, you hereby consent to our privacy and cookie policy and agree to its terms and conditions.***