

Privacy Policy

Lodestone Marketing Ltd, trading as **vetGrowth** (We/Us/Our) are committed to protecting and respecting your privacy. We value your trust, so We've strived to present this policy in clear, plain language. This policy is structured so you can quickly find answers to the questions which interest you most.

This Privacy Policy, together with Our terms of use and any other documents referred to in 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. Please read the following carefully to understand Our views and practices regarding your personal data and how We will treat it. By engaging with Us or visiting www.vetmarketinghelp.co.uk or associated websites, you are accepting and consenting to the practices described in this policy.

For the purpose of the EU General Data Protection Regulation 2016/679, (GDPR) the Data Controller is Lodestone Marketing Ltd of Caddsdwn Industrial Park, Offices 8 & 9 The Barns Farm Road, Bideford EX39 3BT.

Information categories We may use

We may collect and process the following data about you

- Your name
- Your address
- Your email address
- Your phone number

Information you give Us. Personal information you may give Us about you by filling in forms on Our website www.vetmarketinghelp.co.uk (**Our Website**) or by corresponding with Us by phone, email, face to face or otherwise. This includes information you provide when you engage Us to provide Our services described in Our Terms and Conditions, in initial discussions, agree to purchase Our services and when you report a problem with Our website. We collect personal information and other data that you may enter in to forms, data fields, online resources or supply electronically. Such information may also include species ownership, animal age, professional credentials, financial transactions, skills, preferences and interests. vetGrowth may also collect health information that you provide regarding your animals by responding to our questions and surveys or other tools we provide. Consistent with the purposes identified and standards set within this policy and other applicable privacy notices that have been provided, in some cases vetGrowth consolidates and uses personal information shared with vetGrowth through various services and channels, such as the telephone, surveys, websites and other online resources and communications, in order to enhance the quality of services that We offer.

How We use your information

We process your data to provide the services and products defined in Our Terms and Conditions. Our legal basis for processing this data falls into one of the following categories:

- To enable Us to form a contract with you to provide services
- To serve Our Legitimate Interests e.g. such as processing a payment or informing you of complementary services
- Where We have your consent e.g. such as for marketing

We may share the information about you defined above with certain third parties, to enable Us to provide the products and services defined in Our Terms and Conditions. These include payment processors, professional and legal advisors, debt recovery agencies and other providers who support Us in providing services to you. We will never exchange, rent or sell your data to another organisation for their marketing purposes. We will retain information about you for as long as We have a Legitimate Interest to do so. After this your information will be securely destroyed where possible or at least anonymised where destruction is technically not possible. Should the ownership of Lodestone Marketing Ltd change, any new owners retain the rights to use data help by Lodestone Marketing Ltd.

Securing your information

We understand the importance of keeping your information safe and secure, and We use a range of technical and organisational measures to achieve this, including a standalone, fully independent server. We only allow access to your information to those who have a Legitimate Interest need to do so, and under strict confidentiality. We have processes in place to deal with potential breaches to information security, and these include communication to you and Our regulators where We are legally required to do so. Personal information collected by Us in the UK may be transferred outside of the European Economic Area ("EEA"), including to the USA. Where transfer outside of the EEA takes place, your data is protected under Privacy Shield.

How do we protect the privacy of children?

In general, Our communications are not directed at children and most of the services We offer are designed for individuals who are 18 years of age or older.

Your rights

Under the GDPR you have the following rights over your information:

- To fair processing by Us of your information – We have to be clear and transparent about what We do with your information
- To access, correct, update, or request that We stop processing or delete your information. To exercise these rights please contact Us
- To opt out of marketing communication
- To withdraw your consent for processing where We rely on your consent to process your information
- To complain about Our collection and processing of your information; you can do this via the ICO at the following link <https://ico.org.uk/make-a-complaint/>

If you contact Us to exercise any of these rights We may ask for information about you to positively identify you and verify your request is valid.

You can contact Our Data Controller at info@vetmarketinghelp.co.uk

Changes to this policy

We may update this policy periodically. We reserve the right to modify, add or remove portions of this privacy statement at Our discretion. If We decide to change this policy, We will provide notice of the amended policy by Our website.