Privacy Policy

The Dog House at Otterwood Cottage

Last updated: 5 September 2026

The Dog House at Otterwood Cottage ("we", "us", "our") is committed to protecting your privacy and handling your personal information responsibly. This policy explains what personal information we collect, how we use it, who we share it with, and what rights you have. It applies to visitors to our website (www.otterwoodcottage.co.uk) and to clients who use our dog grooming services.

This policy is written to comply with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

1. Who we are

The Dog House at Otterwood Cottage is a trading name of Otterwood Cottage Ltd ("Otterwood Cottage Ltd", "we"), which is the "data controller" responsible for your personal information.

Company number: 16550983 (registered in England and Wales)

Registered office: Otterwood Cottage, Fenside, East Kirkby, Spilsby, PE23 4DD

Contact email: thedoghouse@otterwoodcottage.co.uk

Website: https://www.otterwoodcottage.co.uk/

We have reviewed our processing activities against the Information Commissioner's Office (ICO) self-assessment criteria and consider our business exempt from the requirement to register and pay the annual data protection fee. This exemption is kept under review as our business grows.

2. What personal information we collect

Depending on how you interact with us, we may collect:

- Your contact details — name, address, phone number, and email address
- Details about your dog(s) — name, breed, age, temperament, and health or behavioural notes relevant to grooming (e.g. skin conditions, allergies, anxiety)
- Photographs of your dog, where taken for grooming records or, with your consent, for our marketing (e.g. before/after photos on social media)
- Appointment and service history — booking dates, services requested, and groomer notes
- Invoice and payment records — amounts charged and paid, and dates; we do not take card payments through the website and do not store your card details
- Correspondence — emails, messages, or notes from phone calls and conversations with you
- Website usage information, collected automatically via cookies (see Section 4)

3. How we use your information

We use your personal information for the following purposes, and only rely on the following legal bases to do so:

- To provide grooming services and manage your bookings *(performance of a contract with you)*, including scheduling appointments using Google Calendar.
- To keep client and pet records so we can provide safe, consistent care over time *(performance of a contract and our legitimate interest in running our business effectively)*, using our customer management system, Underdog.
- For invoicing, bookkeeping and financial record-keeping *(legal obligation and legitimate interest)*, using our accounting software, FreeAgent.
- To send essential service communications *(performance of a contract)* — booking confirmations, reminders, and changes to appointments.
- To understand how visitors use our website and to support our advertising *(consent, via cookies)*, using Google Analytics and social media advertising pixels (e.g. Meta/Facebook Pixel).

We do not currently send marketing emails or newsletters, so we do not use your information for that purpose. If this changes in future, we will update this policy and ask for your consent first, where required.

We do not sell or rent your personal information to anyone.

4. Cookies and similar technologies

Our website uses cookies and similar technologies to help it run and to help us understand how it's used. These include:

- Google Analytics — to understand website traffic and visitor behaviour
- Social media advertising pixels (e.g. Meta/Facebook Pixel) — to measure and improve our social media advertising

Cookies that aren't strictly necessary for the website to function (such as analytics and advertising cookies) are only set with your consent, which you can give or withdraw at any time via the cookie banner on our website, or by adjusting your browser's cookie settings. Blocking cookies may affect how parts of the website work.

5. Who we share your information with

We share personal information with a small number of trusted service providers who process it on our behalf or as part of running our business:

- Underdog — our CRM (customer relationship management) system, used to store client and pet records
- Google (Google Calendar) — used to schedule and manage appointments
- FreeAgent — our accounting software, used for invoicing and bookkeeping
- Google Analytics and social media platforms (e.g. Meta/Facebook) — used for website analytics and advertising, where you've consented to cookies

These providers are only permitted to use your information to deliver their service to us, and are required to keep it secure. We do not share your information with anyone else except where we're required to by law.

6. International transfers

Some of the providers listed above (including Google and Meta) may store or process information on servers located outside the UK. Where this happens, we rely on the safeguards those providers have in place — such as UK adequacy regulations or standard contractual clauses — to make sure your information continues to receive an equivalent level of protection.

7. How long we keep your information

We keep personal information only for as long as we need it:

- Client and pet records: for as long as you remain an active client, and for up to 2 years after your last appointment, in case you return to us — after which they are deleted or anonymised.
- Invoices and financial records: for 6 years, in line with HMRC record-keeping requirements.
- Website analytics data: in line with Google Analytics' standard retention settings.

If you ask us to delete your information sooner, we will do so unless we're required to keep it for legal or financial reasons (for example, financial records we must retain for tax purposes).

8. Your rights

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

- Access the personal information we hold about you
- Ask us to correct inaccurate or incomplete information
- Ask us to delete your information (“the right to be forgotten”), subject to our legal and financial retention obligations
- Object to, or ask us to restrict, certain uses of your information
- Receive a copy of your information in a portable format
- Withdraw your consent at any time (for example, for cookies), without affecting anything we did before you withdrew it

To exercise any of these rights, please contact us at **thedoghouse@otterwoodcottage.co.uk**. We'll respond within one month.

If you're unhappy with how we've handled your personal information, you also have the right to complain to the Information Commissioner's Office (ICO) at ico.org.uk or on 0303 123 1113.

9. Keeping your information secure

We take reasonable steps to protect your personal information from loss, misuse, or unauthorised access — including using established, reputable software providers (Underdog, Google, and FreeAgent) who maintain their own security and data protection standards, and limiting access to your information to what's needed to run our business.

10. Changes to this policy

We may update this policy from time to time — for example, if our services change or we start using a new tool or supplier. The “Last updated” date at the top of this page shows when it was last revised. We'd encourage you to check back occasionally.

11. Contact us

If you have any questions about this policy or how we handle your personal information, please get in touch:

Email: thedoghouse@otterwoodcottage.co.uk

Website: https://www.otterwoodcottage.co.uk/