

## **PetFocus**

### **DATA PROTECTION & PRIVACY POLICY**

#### **Policy statement**

We respect your privacy and will not sell or make available in any way your personal data except where you have specifically asked us to do so. Personal data is only collected where necessary to service your requests.

From time to time we may need to update this Privacy Policy and publish via our website. Please visit this website for the latest copy of this policy or write to us at the address below.

This policy explains data privacy and usage by Vision Media, the provider of PetFocus and a division of Central Veterinary Services Limited.

The nature of the services provided by Vision Media means that we might obtain certain information about you. This statement sets out the principles governing our use and handling of your data. By registering to use the services you agree to this use.

The collection and processing of personal data through Vision Media is done in accordance with the EU General Data Protection Regulation. Vision Media collects personal data through its websites via submission forms and website cookies. It also receives personal data sent in via email, text messages, social media posts and messaging platforms (e.g. Twitter), telephone, VOIP phone calls (e.g. Skype) and facsimile submissions, Royal Mail and other couriers.

#### **What type of data is collected?**

When you use the website, post comments on the website, use the contact form, engage with us on social media, enquire about our services, contact us with any queries, enter prize draws or competitions, complete any surveys, interact with us at trade shows and exhibitions, purchase any of our products, contribute to content or in any other way use the services of Vision Media, Vision Media, Central Veterinary Services, AT Veterinary Systems and related companies you may provide certain personal data. This data may include:

- your first names and title
- your surname
- your address and previous addresses
- email addresses
- job title
- your telephone number(s)
- details of interactions with us
- details of your product preferences and service choices
- information gathered from the use of cookies on our website(s)

We may supplement the information that you provide us with information we receive from third parties.

#### **What are the legal bases for processing my data?**

In some circumstances, Vision Media will need to process your data to fulfil contractual obligations. For example, if you subscribe to PetFocus we will use your data to provide you with magazine copies.

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The processing of your personal data may also be done to pursue legitimate interests that you can reasonably expect. These legitimate interests include marketing purposes, web analytics, personalisation, updating contact details, enhancement of services, understanding web interaction, promotional campaigns, advertising, communication and for the distribution of information from Vision Media and related companies under Central Veterinary Services Limited and AT Veterinary Systems Limited. We may also use the data you provide us in response to surveys and to aggregate user profiles.

Personal data submitted for training, employment and work experience purposes might be processed as part of the process of entering into a contract of employment, training or volunteer agreement.

Personal data submitted for training, employment and work experience purposes may also be processed as a legitimate interest where the data collected does not form part of a contractual agreement.

#### **What are the purposes for collecting my data?**

Purposes for collecting personal data include delivering current affairs and informational material, postal and electronic marketing, providing interesting content, improving service offering, statistical purposes, demographic analysis, distributing information regarding products and services, providing feedback and responding to queries.

You may unsubscribe from any of our mailing lists at any point by simply clicking on the link included in the communication.

#### **Will any of my data be given to third parties?**

Vision Media only passes data to third parties in the following circumstances;

when obligated by law, for instance in case of a lawful request by law enforcement authorities;

where a third party is engaged to deliver a service on behalf of Vision Media or a customer and where third parties have a data processing agreement in place with us. This includes Central Veterinary Services Limited and AT Veterinary Systems Limited. when you instruct us to do so, or give us consent to pass on your data.

No data will be passed outside the EU.

You have the right to object to us using your data at any time. Please see the contact details below for informing us if you would like us to stop using your data.

#### **How long will my data be kept?**

Vision Media will store your personal data for as long as is necessary for the purpose for which it was provided, and to meet contractual, legal, audit and other regulatory requirements.

Data that is no longer required will be deleted, although some data may be retained for archiving purposes in the public interest or statistical purposes.

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If you wish for your personal data to be amended or removed please write to us at the address below.

#### **Will my personal data be secure?**

We value your privacy. Vision Media has therefore taken organisational and technical measures to protect your data from theft, loss or any kind of use that is not in line with the purposes for which the data was collected.

We endeavour to take all reasonable steps to protect your personal data, but cannot guarantee the security of any data you disclose online.

You accept the inherent security implications of working online over the internet and will not hold us responsible for any breach of security unless we have been negligent or in wilful default.

PetFocus may link to other websites and we are not responsible for their data policies or procedures, or for their content.

#### **What rights do I have over my personal data?**

You have the right to request:

- access to your personal data
- correction of your personal data if incorrect, out of date or incomplete
- that we stop processing your data

You also have the right to lodge a complaint with a supervisory authority (the Information Commissioner's Office).

#### **Where can I file a request to access, rectify or remove my data?**

Please see the contact details below.

#### **Contact Details**

If you wish to contact someone at Vision Media regarding privacy and the collection of personal data, please write to:

Data Security Co-ordinator  
Vision Media  
Elmtree Business Park  
Elmswell  
Bury St Edmunds  
Suffolk IP30 9HR.

Or Email: [datasecurity@centralvet.com](mailto:datasecurity@centralvet.com)

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**Please note this policy is continually updated and users are advised to refer to these pages before every submission of data**