Towpath Tails Dog Park - Privacy Notice

We take the security and privacy of your personal data seriously. This privacy notice explains how Towpath Tails Dog Park Limited ("we", "us", "our") collects, uses, stores, and protects your personal information when you use our services.

Who We Are

- **Trading name:** Towpath Tails Dog Park Limited
- **Registered address:** Lock House, Wootton Rivers, nr. Marlborough, Wiltshire, SN8 4NQ
- **Contact persons:** David Whitehead, Isaac Whitehead, Shelley Whitehead
- **Telephone:** 07891 761705
- **Email:** hello@towpathtails.com
- **ICO registration number:** A8991458

Information We Collect and Why

When you make a booking, we collect:

- Name
- Email address
- Phone number
- Payment information (processed securely via Wix.com)

We collect and use this data to:

- Process your booking and payments (Lawful basis: Contract performance)
- Send confirmations, reminders, and relevant updates about your bookings (Lawful basis: Contract performance)
- Communicate about park closures, maintenance, or events (Lawful basis: Legitimate interests – to keep you informed about the services you use)
- Resolve any queries related to your bookings (Lawful basis: Legitimate interests – to provide customer service)

We do not collect data from other sources and do not sell or share your personal data with third parties except where necessary with Wix.com for booking and payment processing (Lawful basis: Contract performance and Legitimate interests).

How We Store and Protect Your Data

Your data is securely stored by Wix.com, which uses encryption and strict security protocols. Only authorized Towpath Tails administrators can access your data.

We do not store your data on local devices except for your name and payment transaction amount, used for financial reconciliation (Lawful basis: Legal obligation for accounting records).

Marketing and Communications

We will only send you marketing communications (such as newsletters or special offers) if you have given your explicit consent (through our website and bookings). You can withdraw this consent at any time by contacting us or using the unsubscribe link in any marketing email (Lawful basis: Consent). Routine updates related to your bookings or service changes will be sent without requiring consent as these are necessary for contract performance or legitimate interests.

How Long We Keep Your Data

- We keep your data for as long as you remain an active customer (Lawful basis: Contract performance).
- If you stop visiting, we retain your data for up to 12 months to manage any future bookings or financial obligations (Lawful basis: Legitimate interests and Legal obligations).
- You may request deletion or access to your data at any time by contacting us.
- Basic financial and accounting records (name and transaction amount) are kept for 6 years to comply with HMRC legal obligations.

Your Rights

You have the right to:

- Access your personal data
- Correct inaccurate or incomplete data
- Request deletion (subject to legal obligations)
- Object to or restrict processing
- Withdraw any consent given
- Request data portability
- Complain to the Information Commissioner's Office (ICO) if you believe your data is mishandled

To exercise any of these rights, please contact us as described below.

How to Make a Data Protection Complaint

- If you have any concerns or complaints about how we handle your personal data, please contact us directly at hello@towpathtails.com or by post at our registered address above so we can resolve the issue for you.
- We will acknowledge your complaint within 30 days of receiving it, investigate the matter promptly, and inform you of the outcome. If you remain unhappy with our response, you also have the right to lodge a complaint with the Information Commissioner's Office (ICO) via www.ico.org.uk/make-a-complaint or by calling 0303 123 1113.

Data Transfers

Data is processed and stored within the UK and by Wix.com's secure servers compliant with UK data protection standards. No data is transferred outside of approved jurisdictions without appropriate safeguards.

Social Media Interactions

Any content you post or engage with on our public social media pages (e.g., Facebook, Google) is considered given with your consent to be shared among Towpath Tails platforms. You may request removal or limits on sharing.

By messaging us on social media, you consent to us contacting you via the same platform unless you tell us otherwise.

CCTV Privacy Notice

We use CCTV on our premises to:

- Prevent and detect crime
- Ensure safety of individuals and their dogs
- Protect property and assets

Lawful basis: Legitimate interests in maintaining security and safety.

We record video and some audio (in case of an emergency) with secure storage for up to 30 days unless required for investigation. Footage is shared only with law enforcement if legally required. You have rights to access, correction, deletion, and objection where applicable.

Changes to This Privacy Notice

This notice is reviewed regularly and updated as needed. The latest version was updated in November 2026.

If you have questions or want to exercise your data rights, please contact us at hello@towpathtails.com or by post at the registered address above.