

Privacy Policy

Effective Date: 15/07/2023

This Privacy Policy describes the methods in which AP1982 Ltd ("we," "us," or "our" or "data controller") collects, uses, maintains, and discloses information collected from users ("you" or "your") of the website <https://plus4pet.com/> (the "Website").

The data controller can be contacted at: info@plus4pet.com, registered office 12 St. James's Square, – London (UK) Vat Number 396334368.

This Privacy Policy applies to the Website and all products and services offered by Plus4Pet.

1. Information We Collect

1.1 Personal Information

We may collect personal information from you when you visit our Website, register an account, place an order, subscribe to our newsletter, contact us through our form, or interact with certain features of the Website. This personal information may include, but is not limited to:

- Name and surname;
- Contact information (e.g., email address, company, phone number, mailing address);
- Other information relevant to customer surveys and/or offers.

1.2 Non-Personal Information

We may also collect non-personal information about you whenever you interact with our Website. This non-personal information may include, but is not limited to, the browser name, the type of computer or device, and technical information about your means of connection to our Website, such as the operating system and the Internet service providers utilized.

2. How We Use Collected Information

We collect and use your personal information for the following purposes:

- A. To improve customer service: Your information helps us respond to your customer service requests and support needs more efficiently;
- B. To personalize user experience: We may use information in the aggregate to understand how our users as a group use the services and resources provided on our Website;

- C. To send periodic emails: We may use the e-mail address to send you information and updates pertaining to your order. It may also be used to respond to your inquiries, questions, and/or other requests.

3. How We Protect Your Information

We adopt appropriate data collection, storage, and processing practices and security measures to protect against unauthorized access, alteration, disclosure, or destruction of your personal information, username, password, transaction information, and data stored on our Website.

4. Sharing Your Personal Information

We do not sell, trade, or rent your personal information to others. We may share generic aggregated demographic information not linked to any personal information regarding visitors and users with our business partners, trusted affiliates, and advertisers for the purposes outlined above. We may disclose user data to any member of our organisation who reasonably needs access to user data to achieve the purposes set out in this Privacy Policy.

5. How Long We Store Personal Data

User data will be stored for 30 days.

You will be notified if your data is kept for longer than this period.

6. International Data Transfer

We transfer user personal data to the following countries:

- USA

When we transfer user personal data we will protect that data as described in this Privacy Policy and comply with applicable legal requirements for transferring personal data internationally.

7. Your Rights and Choices

7.1 Access, Correction, and Deletion

You have the right to access, correct, or delete any personal information we hold about you.

If you would like to exercise any of these rights, please contact us using the contact information provided at the end of this Privacy Policy.

7.2 Marketing Communications

If you have subscribed to our newsletter or marketing communications, you can opt-out at any time by following the instructions provided in each communication or by contacting us directly.

8. Compliance with UK-GDPR and CCPA

We are committed to complying with the UK-GDPR and CCPA. As such, we provide the following additional information regarding your rights and our practices:

8.1 UK-GDPR Rights

1. The right to be informed: You have the right to be informed about the collection and use of your personal information.
2. The right of access: You have the right to access your personal information and request details of how we process it.
3. The right to rectification: You have the right to have inaccurate personal information rectified or completed if it is incomplete.
4. The right to erasure: You have the right to request the deletion or removal of your personal information.
5. The right to restrict processing: You have the right to restrict or suppress the processing of your personal information.
6. The right to data portability: You have the right to obtain and reuse your personal information for your own purposes.
7. The right to object: You have the right to object to the processing of your personal information for direct marketing purposes or on grounds relating to your particular situation.
8. Rights in relation to automated decision-making and profiling: You have the right not to be subject to decisions based solely on automated processing, including profiling, which significantly affects you.

8.2 CCPA Rights

Under the CCPA, California residents have the following rights:

1. The right to know: You have the right to know what personal information is being collected about you and how it is being used.
2. The right to opt-out: You have the right to opt-out of the sale of your personal information.
3. The right to deletion: You have the right to request the deletion of your personal information.
4. The right to non-discrimination: You have the right not to receive discriminatory treatment for exercising your privacy rights under the CCPA.

9. Changes to This Privacy Policy

This Privacy Policy may be amended from time to time in order to maintain compliance with the law and to reflect any changes to our data collection process. When we amend it we will update the “*Effective Date*” at the top of this Privacy Policy. We recommend that our users periodically review our Privacy Policy to ensure that they are notified of any updates.

10. Contact Us

If you have any questions about this Privacy Policy, the practices of this Website, or your dealings with this Website, please contact us at: info@plus4pet.com

By using this Website, you signify your acceptance of this Privacy Policy. If you do not agree to this Privacy Policy, please do not use our Website.