

Mischief Doggy Day Care, Website Data Protection Notice

Effective Date: 6th November 2025, Version: 1.0

1. Introduction and Contact Information

Mischief Doggy Day Care (referred to as “we” “our” and “us”) is committed to protecting the privacy and security of your personal data and we have developed this data protection notice (“notice”) to inform you of the personal data we collect, what we do with your personal data, what we do to keep it secure as well as the Rights you have over your personal data.

Throughout this notice we refer to data protection legislation which includes the UK GDPR, Data Protection Act 2018, Data (Use and Access) Act 2025, and other applicable laws including (but not limited to) the EU GDPR 2016, the Privacy Electronic Communication (EC Directive) Regulations (“PECR”) 2003 and the e-Privacy Directive. This also includes any new or replacement legislation which may come into effect from time to time.

Mischief Doggy Day Care is a data controller as we have determined the purposes of why personal data should be collected and processed.

We are registered with the Information Commissioners Office (the ICO) with registration number ZC026062.

You can contact us using the following details:

Post:

Unit A, Chiswick Avenue
Mildenhall Industrial Estate, Mildenhall,
Suffolk
IP28 7AY
United Kingdom

Phone: +44 (0)1638 711641

Email: daycare@mischiefdogservices.co.uk

You can also use the above contact details to raise or discuss any data protection matters, complaints and/or concerns.

2. Legal Basis for Data Processing

Data protection legislation requires us to identify an appropriate legal bases to process personal data. The legal basis we rely on as a data controller are detailed below:

- Consent
- Contractual Obligation
- Legal Obligation
- Legitimate Interests

3. Data Subjects

Due to our business activities, we may process personal data of the following individuals (“data subjects”):

- Enquirers
- Customers
- Social media users

The above list is representative and non-exhaustive.

4. Personal Data Collection

We collect personal data through different means such as:

- When you send us an enquiry
- Register as a customer
- Contact us via telephone, email or letter
- Contact us on social media

The above list is representative and non-exhaustive.

5. Personal Data Processed

We may process the following sets of personal data:

- Name
- Address
- Email address
- Phone number
- Dog details and information (see “Doggy Day Information Sheet” below)

The above list is representative and non-exhaustive.

We do not collect or process any special category personal data related to owners (e.g. any dog owners health related information) however, we are required to collect health information related to your dogs which we have detailed below.

6. How We Use Personal Data

We may use personal data for various activities (i.e. purposes) which can include the following:

- Answering enquiries
- Placing/amending bookings
- Contact you in emergencies
- Taking your pet to a vet (including emergency vet visits)
- Seek your views or comments on the services we provide
- Notify you of changes to our services
- Handle an enquiry or complaint you have made

The above list is representative and non-exhaustive.

For more information to how we process personal data you can contact us as detailed above.

7. Doggy Day Care Information Sheet

Before we can take on any dogs for any duration (including for one day) we need to ensure we have up to date information about them, including some details to the owners.

We only collect minimal owner personal data such as name, email address and phone numbers so we have contact information to hand.

The data we collect on your dogs pertain to information such as:

- Dogs name
- Microchip number
- Vaccination information
- Vets details
- Current health information (including medication)
- Dietary information
- General behavioural information

The above list is representative and non-exhaustive.

The reason why we collect personal data and pet information via the Doggy Day Care Information Sheet is due to various legal obligations and insurance requirements placed on us (e.g. local council requirements). Without the information collected via the Doggy Day Care Information Sheet we are not able to confirm and place any bookings and not able to care for your dogs.

It is also vitally important that if any personal data related to either the owners or dogs changes, we are informed as soon as possible so we can make updates and amendments on our side and records.

8. Call Recordings

No calls made to us are recorded. If this changes we will be sure to update our notice as required.

9. CCTV

We operate CCTV within our premises and are in operations 24 hours a day, 7 days a week. We operate CCTV for various purposes such as, health and safety, prevention and detection of crime and in case of any insurance claims.

10. Payment Information

We do not collect or store any payment information. We do not accept any credit or debit card information at any time. We normally accept cash payments or bank transfer payments. If this changes we will update our notice as required.

In our doggy day care premises we also sell dog accessories, toys, clothing, dog food products as a few examples. We do not sell any products online or through our website. Any purchases in our premises will only be accepted by cash or bank transfer.

If any refunds are to be made we will either refund in cash or via bank transfer.

11. Booking App

We have a booking app which can be accessed through a QR Code on display in our doggy day care premises. This App is provided by a third party (vev.co) and we are the operators and admins for our purposes.

Through this App customers are able to make and confirm doggy day care bookings, nail clipping services and senior dog gentle care sessions. The App also allows for reviews of our services and doesn't take any booking payments. Any confirmed, amended or cancelled bookings will be sent to the email address used in the App booking form.

Please also note if any App bookings require amendment or cancellation, you can only do so within a one hour time period following confirmation otherwise you might still be charged the full amount.

12. Data Sharing and International Data Transfers

We do not sell, rent, or lease personal data pertaining to our customers (including prospective customers) and their dogs at any time.

Due to the nature of our business, there may be times we are required to share personal data with other individuals/organisations. Examples of this can include (and is not limited to):

- Insurance companies
- Emergency pet visits
- Volunteers to help and assist where needed
- Event organisers (e.g. Dog First Aid Training providers)
- Third party support and advisers (e.g. Legal, data protection, IT/Website etc.)

Please note there may also be instances where we may need to share personal data with a competent law enforcement body, regulatory body, government agency, court, or other third party where we believe disclosure is necessary (i) as a matter of applicable law or regulation or (ii) to exercise, establish or defend our legal rights.

We also do not transfer any personal data outside the UK/EEA at any time.

13. Marketing Comms and Social Media

We don't send any marketing related emails and communications, but if this was to change we will update our notice as required.

We use social media sites such as Facebook, TikTok and Instagram to share news, updates and for promotional activities as a few examples. Our use of social media enables us to interact with customers (including potential customers), reach new audiences and showcase our services as a few examples. We like to share photos of dogs only on our social media channels, and we will always ask for consent and ensure this is documented at all times.

14. Cookies

We use cookies on our website. For more information and to change your cookie consent you can refer to our cookie notice.

15. Data Retention

We will retain personal data to provide our services and for a reasonable period thereafter to enable us to meet our contractual and legal obligations, including our insurance requirements. We will also determine appropriate retention periods based on our legitimate interests where identified.

At the end of the retention period personal data will be securely deleted or destroyed where necessary. For more information to our retention practices, you can contact us using our details above.

16. Data Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. If we become aware of any security incidents or data breaches we will liaise with our third party advisers to ensure the correct process and communications take place.

17. Data Protection Rights

If you are based in the UK you have several Rights to how an organisation processes your personal data. The Rights are as follows:

- Right to be informed
- Right to access data
- Right to rectification
- Right to erasure
- Right to objection

If you would like to exercise any of the above Rights you can do so by sending us a written request using our details mentioned above.

Please note we may ask for ID (e.g. passport scan, drivers license etc) to verify identity where needed. Upon successful verification we will delete and remove all copies of ID received.

Should we also require extension of time to help fulfil any Right requests, we will be sure to contact requestors as soon as possible with reason(s) why an extension is needed and when Right requests can be fully carried out and completed.

18. Concerns and Complaints

We understand you may have concerns and complaints to this notice and any aspects to how we process personal data. If you would like to contact us directly to talk to us about a concern or to raise a complaint, you can do so by using our contact details above.

You can also submit a complaint directly to the Information Commissioners Office (the ICO), the UK supervisory authority for data protection in the UK, via this [link](#).

19. Review and Updates

We will review this notice and make changes to it from time to time. We recommend that you check this notice to see where changes have been made and to ensure you are able to review updated information at all times.