



Animal Agency - Giving Animals
a Voice in their Training

Privacy Policy

Effective Date: 11th July 2026

1. Introduction

The Animal Behaviour Consultant – (The A.B.C) ("we", "us", "our") respects your privacy and is committed to protecting your personal information.

This Privacy Policy explains how we collect, use, store and protect your personal data when you visit our website, contact us, or use our services.

We act as the data controller for the personal information we process.

2. Information We Collect

We may collect the following information:

Information you provide to us:

- Name and contact details, including email address and telephone number;
- Information provided through enquiry forms, booking forms or email correspondence;
- Details about your animal, including species, breed, age, health information, behaviour history and relevant background information;
- Information required to provide behavioural consultations, nutritional advice or follow-up support;
- Payment information where applicable.

Information collected automatically:

When you visit our website, we may collect:

- IP address;
- Browser type and device information;
- Pages visited and website usage information;

- Cookies and similar technologies data.

This information helps us improve website performance and user experience.

3. How We Use Your Information

We use your personal information to:

- respond to enquiries;
- arrange and provide consultations;
- prepare behavioural assessments, reports and recommendations;
- provide follow-up support;
- communicate with you about your appointments or services;
- process payments;
- maintain business records;
- improve our website and services;
- comply with legal and regulatory obligations.

4. Information About Your Animal

To provide effective behavioural support, we may need information about your animal, including health, veterinary history, behaviour concerns and previous experiences.

This information is provided voluntarily by you and is used only for the purpose of delivering appropriate advice and support.

Where veterinary involvement is recommended, we may ask you to provide relevant information from your veterinary practice or give permission for communication with your veterinary surgeon.

5. Lawful Basis for Processing

Under UK GDPR, we process personal data using the following lawful bases:

Contract

Where processing is necessary to provide requested services, consultations or reports.

Legitimate Interests

Where processing is necessary for managing our business, improving services and maintaining appropriate records.

Consent

Where you have provided consent, such as when submitting an enquiry or agreeing to certain communications.

You may withdraw consent at any time where processing is based on consent.

6. Sharing Your Information

We do not sell, rent or trade your personal information.

We may share information only where necessary, including with:

- veterinary professionals involved in your animal's care, with your permission;
- service providers who support our business operations, such as website hosting, booking systems or payment providers;
- professional advisers where required;
- authorities where legally required.

Any third-party providers we use are expected to handle your information securely and in accordance with applicable data protection laws.

7. Website Services and Third Parties

Our website may use third-party services, including website hosting, analytics, booking, payment or communication tools.

These providers may process limited information on our behalf to provide their services.

Where applicable, these services may use cookies or similar technologies. Please refer to our Cookie Policy for further information.

8. Cookies

Our website may use cookies to improve functionality, analyse website traffic and enhance your browsing experience.

You can manage or disable cookies through your browser settings.

Further information is available in our Cookie Policy.

9. How We Store and Protect Your Information

We take appropriate technical and organisational measures to protect your personal information from:

- unauthorised access;
- accidental loss;
- misuse;
- alteration;
- disclosure.

Information is stored securely and retained only for as long as necessary for the purposes described in this Privacy Policy or as required by law.

10. How Long We Keep Your Information

We retain personal information only for as long as necessary.

Client records may be retained for a reasonable period after services have ended to allow us to maintain accurate records, respond to queries and meet legal obligations.

11. Your Data Protection Rights

Under UK data protection law, you have rights including:

- the right to access your personal information;
- the right to request correction of inaccurate information;
- the right to request deletion of your information where appropriate;
- the right to restrict or object to certain processing;
- the right to withdraw consent where processing is based on consent;
- the right to make a complaint to the Information Commissioner's Office (ICO).

Further information is available from the Information Commissioner's Office website.

12. Children's Information

Our services are intended for adults responsible for animals.

We do not knowingly collect personal information from children.

13. Links to Other Websites

Our website may contain links to external websites.

We are not responsible for the privacy practices or content of third-party websites. We recommend reviewing their privacy policies before providing personal information.

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time.

Any changes will be published on this page with an updated Effective Date.

15. Contact Us

If you have any questions about this Privacy Policy or how we handle your information, please contact:

Contact

The Animal Behaviour Consultant (The A.B.C)

Website: www.theanimalbehaviourconsultant.co.uk

Email: animalbehaviour@icloud.com