

The Dartmoor Shepherd Ltd - Privacy Policy

1.0 OUR CORE BELIEFS REGARDING USER PRIVACY AND DATA PROTECTION

User privacy and data protection are human rights

We have a duty of care to the people within our data

Data is a liability, it should only be collected and processed when absolutely necessary

We loathe spam as much as you do!

We will never sell, rent or otherwise distribute or make public your personal information

2.0 RELEVANT LEGISLATION

Along with our business and internal computer systems, this website is designed to comply with the following national and international legislation with regards to data protection and user privacy:

UK Data Protection Act 1988 (DPA)

EU Data Protection Directive 1995 (DPD)

EU General Data Protection Regulation 2018 (GDPR)

Australian Privacy Act 1988 (APA)

This site's compliance with the above legislation, all of which are stringent in nature, means that this site is likely compliant with the data protection and user privacy legislation set out by many other countries and territories as well. If you are unsure about whether this site is compliant with your own country of residences' specific data protection and user privacy legislation you should contact our data protection officer (details of whom can be found in section 9.0) for clarification.

3.0 PERSONAL INFORMATION THAT THIS WEBSITE COLLECTS AND WHY WE COLLECT IT

This website collects and uses personal information for the following reasons:

3.1 Site visitation tracking

Like most websites, this site uses Google Analytics (GA) to track user interaction. We use this data to determine the number of people using our site, to better understand how they find and use our web pages and to see their journey through the website. Although GA records data such as your geographical location, device, internet browser and operating system, none of this information personally identifies you to us. GA also records your computer's IP address which could be used to personally identify you but Google do not grant us access to this. We consider Google to be a third party data processor (see section 6.0 below).

GA makes use of cookies, details of which can be found on Google's developer guides. FYI our website uses the analytics.js implementation of GA.

Disabling cookies on your internet browser will stop GA from tracking any part of your visit to pages within this website.

3.2 Our blog and feedback sections

Should you choose to add a comment to any posts that we have published on our blog, or comment on the feedback section of our website the name and email address you enter with your comment will be saved to this website's database, along with your computer's IP address and the time and date that you submitted the comment. This information is only used to identify you as a contributor to the comment section of the respective post and is not passed on to any of the third party data processors detailed below. Only your name will be shown on the public-facing website although if the supplied email address is linked to a Gravatar account, your Gravatar photo will also be displayed.

Your comment and it's associated personal data will remain on this site until we see fit to either 1.) remove the comment or 2.) remove the blog post. Should you wish to have the comment and it's associated personal data deleted, please email us here using the email address that you commented with.

If you are under 16 years of age you **MUST** obtain parental consent before posting a comment on our blog.

NOTE: You should avoid entering personally identifiable information to the actual comment field of any blog post comments that you submit on this website.

3.3 Contact forms and email links

Should you choose to contact us using the contact form on our Contact us page or an email link like this one, none of the data that you supply will be stored by this website or passed to / be processed by any of the third party data processors defined in section

6.0. Instead the data will be collated into an email and sent to us over the Simple Mail Transfer Protocol (SMTP). Our SMTP servers are protected by TLS (sometimes known as SSL) meaning that the email content is encrypted using SHA-2, 256-bit cryptography before being sent across the internet. The email content is then decrypted by our local computers and devices.

3.4 Email mailing list

If you choose to join our email mailing list, the email address that you submit to us will be forwarded to WIX who provide us with email marketing services. We consider WIX to be a third party data processor (see section 6.0 below).

Your email address will remain within WIX database for as long as we continue to use WIX services for email marketing or until you specifically request removal from the list. You can do this by unsubscribing using the unsubscribe links contained in any email newsletters that we send you or by requesting removal via email. When requesting removal via email, please send your email to us using the email account that is subscribed to the mailing list.

If you are under 16 years of age you **MUST** obtain parental consent before joining our mailing list.

While your email address remains within the WIX database, you will receive newsletter-style emails updates from us.

4.0 HOW WE STORE YOUR PERSONAL INFORMATION

As detailed in section 3.2 above, if you submit a comment to a blog post published on this website some personal information will be stored within this website's database. This is currently the only occasion where personal data will be stored on this website

apart from when you enter personally identifiable information including name, email, address and payment details - only when purchasing something from our website or contacting us via our contact page. We will not share any of this information with any other party. This data is currently stored in an identifiable fashion; a limitation of the content management system that this website is built on Wix - our Wix account is password protected. In the near future we aim to change the storage of this data to a pseudonymous fashion meaning that the data would require additional processing using a separately stored 'key' before it could be used to identify an individual. Pseudonymisation is a recent requirement of the GDPR which many web application developers are currently working to fully implement. We are committed to keeping it as a high priority and will implement it on this website as soon as we are able to.

5.0 ABOUT THIS WEBSITE'S SERVER

Our company website is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to sell our products and services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

All direct payment gateways offered by Wix.com and used by our company adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

6.0 OUR THIRD PARTY DATA PROCESSORS

We use a number of third parties to process personal data on our behalf. These third parties have been carefully chosen and all of them comply with the legislation set out in section 2.0. Both of these third parties are based in the USA and are EU-U.S Privacy Shield compliant.

Google (Privacy policy)

Wix.com

7.0 DATA BREACHES

We will report any unlawful data breach of this website's database or the database(s) of any of our third party data processors to any and all relevant persons and authorities within 72 hours of the breach if it is apparent that personal data stored in an identifiable manner has been stolen.

8.0 DATA CONTROLLER

The data controller of this website is Flora Searson

Whose registered office is:

The Dartmoor Shepherd Ltd.

Twig Farm

Chudleigh

Devon

TQ13 0NH

Email: flora@thedartmoorshepherd.co.uk

10.0 CHANGES TO OUR PRIVACY POLICY

This privacy policy may change from time to time in line with legislation or industry developments. We will not explicitly inform our clients or website users of these changes. Instead, we recommend that you check this page occasionally for any policy changes. Specific policy changes and updates are mentioned in the change log below.

10.1 Change log

24/05/2018

Privacy policy instigated