



Long Paws  
Suite 10  
220 The Value  
London NW11 8SR

phone:  
email:  
Web:

+44 (0)207 175 6403  
[info@longpaws.co.uk](mailto:info@longpaws.co.uk)  
[www.longpaws.co.uk](http://www.longpaws.co.uk)

## Long Paws Privacy Policy

**Revised:** Feb 2020

Your privacy is important to Long Paws. This Privacy Policy covers how we collect, use, disclose, transfer, and store your information. Please take a moment to familiarize yourself with our privacy practices and let us know if you have any questions.

### Collection and Use of Personal Information

Personal information is data that can be used to identify or contact an individual.

You may be asked to provide your personal information anytime you are in contact with Long Paws or a Long Paws affiliated company. Long Paws and its affiliates may share this personal information with each other and use it in accordance with this Privacy Policy. They may also combine it with other information to provide and improve our products, services, content, and advertising. You are not required to provide the personal information that we have requested, but, if you chose not to do so, in many cases we will not be able to provide you with our products or services or respond to any queries you may have.

### What personal information we collect

When purchasing a product, signing up for our newsletter, contacting us or participating in an online survey, we may collect a variety of information, including your name, mailing address, phone number, email address, contact preferences, and credit card information. Long Paws will use such information to fulfill your request, provide the relevant product or service, or for anti-fraud purposes. We may also be supplied such information by an affiliated party who sold one of our products, for us to fulfil.

### How we use your personal information

If you subscribe to our mailing list, or have requested for us to share information with you, the personal information we collect allows us to keep you posted on Long Paws latest news and enables us to fulfill your information request. If you no longer wish to remain on our mailing list, you can opt out anytime by using the unsubscribing link in the mail or by contacting us at [info@longpaws.co.uk](mailto:info@longpaws.co.uk).

We also use personal information to help us create, develop, operate, deliver, and improve our products, services, content, and for loss prevention and anti-fraud purposes. From time to time, we may use your personal information to send important notices, such as communications about purchases and changes to our terms, conditions, and policies. We may also use personal information for internal purposes such as auditing, data analysis, and research to improve our products, services, and customer communications.

If you enter into a contest we will use the information you provide to administer those programs. We do not sell or provide the information collected or stored about you, to third parties who are not our contractors.

### Collection and Use of Non-Personal Information

We also collect data in a form that does not, on its own, permit direct association with any specific individual. We may collect, use, transfer, and disclose non-personal information for any purpose. Below is an explanation of the non-personal information that we collect and how we may use it.

We may collect information such as language, post code, area code, product type, referrer URL, location, and the

*Everyday Outdoor Dog Gear*



time zone where a Long Paws product is purchased and registered from, so that we can better understand customer behavior and improve our products and services.

We may collect information regarding customer activities on our website, our social media and from our other products and services. This information is aggregated and used to help us provide more useful information to our customers and to understand which parts of our website, products, and services are of most interest. Aggregated data is considered non-personal information for the purposes of this Privacy Policy.

We may collect and store details of how you use our services, including search queries. This information may be used to improve the relevancy of results provided by our services. Such information will not be associated with your IP address. If we do combine non-personal information with personal information the combined information will be treated as personal information for as long as it remains combined.

### **Cookies and Other Technologies**

A cookie is a small data file that Web sites often store on your computer's hard drive when you visit their sites. A cookie may contain information (such as a unique user ID), which is used to track the pages of the sites you've visited.

We use cookies in order to improve your website experience. When you visit us, your cookie helps us to display your local retailer on the site. If you have saved your information with us, your cookie allows us to recognize you when you return to our site and provides you with access to your account information.

If you have not saved your information with or ordered from us, we may monitor and maintain information about your use of our Website in a manner that does not identify you. In either case, this information helps us serve you better by improving our website design, as well as our products, services, contests, and promotions.

You can refuse cookies by turning them off in your browser. You can read more about how to disable cookies in the Help menu of your browser. If you turn off cookies, though, we will not be able to recognize you as a known, signed up user to allow you access to your account information.

Our websites are enabled with Google Analytics, which means that Long Paws may use Remarketing with Google Analytics or other online providers to advertise online. The features implemented are based on Display Advertising (e.g., Remarketing or Google Display Network Impression Reporting) and you can at all times opt-out of Google Analytics for Display Advertising and customize Google Display Network ads using the Google Ads Settings or similar service. For more information, please visit Google Analytics opt-out browser add-on. As part of the service, third-party vendors, including Google, show Long Paws ads on sites across the Internet. Long Paws and third-party vendors, including Google, use first-party cookies (such as the Google Analytics cookie) and third-party cookies (such as the DoubleClick cookie) together to inform, optimize, and serve ads based on your past visits to Long Paws' website.

Long Paws websites, online services, email messages, and advertisements may use "cookies" and other technologies such as pixel tags and web beacons. These technologies help us better understand user behavior, tell us which parts of our websites people have visited, and facilitate and measure the effectiveness of advertisements and web searches. We treat information collected by cookies and other technologies as non-personal information. Internet Protocol (IP) addresses or similar identifiers are considered personal information. Similarly, to the extent that non-personal information is combined with personal information, we treat the combined information as personal information for the purposes of this Privacy Policy.

Long Paws uses cookies to help identify your computer so we can tailor your user experience, track shopping basket contents and remember where you are in the order process. The following is strictly necessary in the operation of our website. This Website will:



- Remember what is in your shopping basket
- Remember where you are in the order process
- Remember that you are logged in and that your session is secure.

The following are not strictly necessary, but are required to provide you with the best user experience and also to tell us which pages you find most interesting (anonymously). You can disable any cookies already stored on your computer, but these may stop our website from functioning properly:

- As is true of most internet services, we gather some information automatically and store it in log files. This information includes Internet Protocol (IP) addresses, browser type and language, Internet service provider (ISP), referring and exit websites and applications, operating system, date/time stamp, and clickstream data. We use this information to understand and analyze trends, to administer the site, to learn about user behavior on the site, to improve our product and services, and to gather demographic information about our user base as a whole. Long Paws may use this information in our marketing and advertising services.
- In some of our email messages, we use a “click-through URL” linked to content on the Long Paws websites. When customers click one of these URLs, they pass through a separate web server before arriving at the destination page on our website. We track this click-through data to help us determine interest in particular topics and measure the effectiveness of our customer communications. If you prefer not to be tracked in this way, you should not click text or graphic links in the email messages.
- Pixel tags enable us to send email messages in a format customers can read, and they tell us whether mail has been opened. We may use this information to reduce or eliminate messages sent to customers.

### **Disclosure to Third Parties**

At times Long Paws may make certain personal information available to strategic partners that work with Long Paws to provide products and services. Personal information will only be shared by Long Paws to provide or improve our products, services and advertising; it will not be shared with third parties for their marketing purposes.

### **Service Providers**

Long Paws shares personal information with companies who provide services such as delivering products to you; processing of your credit card purchase information for a purchase; hosting of our website allowing you to browse or purchase online; and conducting customer research or satisfaction surveys. These companies are obligated to protect your information and may be located wherever Long Paws operates.

Our service providers who may have access to your data include:

Our warehousing & fulfillment centre  
Our courier and postal companies  
Our card payment processor  
Our financial institutions  
Our accounting software provider  
Our Website hosting company  
Our email hosting company  
Our CRM software hosting providers  
Our other software hosting providers

### **Legal Process**

Long Paws may be required by law, or by request from public and governmental authorities (within or outside your country of residence), to disclose your personal information. We may also disclose information about you if we determine that for purposes of national security, law enforcement, or other issues of public importance, disclosure is necessary or appropriate.



We may disclose information about you if we determine that disclosure is reasonably necessary to enforce our terms and conditions or protect our operations or users. Additionally, in the event of a reorganization, merger, or sale we may transfer any and all personal information we collect to the relevant third party.

### **Protection of Personal Information**

Long Paws takes the security of your personal information very seriously. Long Paws online services such as the Long Paws webshop protect your personal information during transit using secure encryption. All computers used by Long Paws are password protected and stored securely when not in use.

When posting on a Long Paws forum, chat room, or social networking service, the personal information and content you share is visible to other users and can be read, collected, or used by them. You are responsible for the personal information you choose to share or submit on public forums.

### **Integrity and Retention of Personal Information**

Long Paws makes it easy for you to keep your personal information accurate, complete, and up to date. We will retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

### **Access to Personal Information**

The personal information we hold, we will provide you with access for any purpose including to request that we correct the data if it is inaccurate or delete the data if Long Paws is not required to retain it by law or for legitimate business purposes. We may decline to process requests that are frivolous/vexatious, jeopardize the privacy of others, are extremely impractical, or for which access is not otherwise required by local law. Access, correction, or deletion requests can be made by e-mailing us at [info@longpaws.co.uk](mailto:info@longpaws.co.uk).

### **Third-Party Sites and Services**

Long Paws websites, social media, blogs or other products and services may contain links to third-party websites, products, and services. Information provided to and collected by third parties, which may include such things as location data or contact details, is governed by their privacy practices. We encourage you to learn about the privacy practices of those third parties.

### **Our Commitment to Your Privacy**

To make sure your personal information is secure, we communicate our privacy and security guidelines to Long Paws employees and strictly enforce privacy safeguards within the company.

### **Questions**

If you have any questions or concerns about the Long Paws Privacy Policy or data processing or if you would like to make a complaint about a possible breach of privacy laws, please contact us. You can always contact us by phone +44 (0) 207 175 6403 or by e-mail on [info@longpaws.co.uk](mailto:info@longpaws.co.uk).

All such communications are examined and replies issued where appropriate as soon as possible. If you are unsatisfied with the reply received, you may refer your complaint to the relevant regulator in your jurisdiction. If you ask us, we will endeavor to provide you with information about relevant complaint avenues which may be applicable to your circumstances.

Long Paws may update our Privacy Policy from time to time. The latest policy will be published on our website.