THE BEHAVIOUR PARTNERSHIP LLP

Clinical Animal Behaviourists

West Midlands

PRIVACY POLICY

How we collect, use and protect your personal data, and your animal's information

Version 1. Effective date: 01 September 2026

Introduction

The Behaviour Partnership LLP ("we", "us", "the Partnership") is committed to protecting the privacy of our clients and their animals. This Privacy Policy explains what personal data we collect, why we collect it, how we use and protect it, and what rights you have in relation to it.

This Policy applies to anyone who contacts us, books a consultation, completes our pre-consultation questionnaire, or otherwise interacts with us. It should be read alongside our Terms & Conditions.

We are the "data controller" for the personal data described in this Policy, and are responsible for complying with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

1. Who we are

1.1 The Behaviour Partnership LLP, a limited liability partnership registered in England and Wales, registered office Marlwood, Eaton On Tern, Shropshire TF9 2BX.

1.2 We are registered with the Information Commissioner's Office (ICO) under registration number [ICO registration number to be completed].

1.3 For any questions about this Policy or how we handle your data, please contact us at [privacy email address], [phone number], or by post at the address above.

2. The data we collect

2.1 Details about you: your name, address, email address, phone number, and (where relevant to processing payment) your billing details.

2.2 Details about your animal: species, breed, age, sex/neuter status, health history, and behavioural history, including sensitive information such as any history of aggression, anxiety, or veterinary treatment relevant to the behaviour presented.

2.3 Veterinary information: your vet practice's details, referral correspondence, and any clinical history your vet shares with us for the purposes of your consultation.

2.4 Information you provide directly: responses to our pre-consultation questionnaire (collected and stored via Cognito Forms — see clause 4), booking details, and any notes, emails or messages you send us.

2.5 Consultation records: our clinical notes, behaviour assessment, and any written report or training/management plan we prepare for you.

2.6 Photographs or video: taken during a home visit or consultation, only with your consent, for case-note and reference purposes (and for training/teaching/marketing purposes only where you separately agree).

2.7 Website and communications data: if you visit our website or contact us online, we may collect standard technical information (such as IP address and browser type) via cookies or analytics tools, and any details you provide via a contact or enquiry form.

3. Why we use your data, and our legal basis

3.1 To provide the Services you book with us, including assessing your animal's behaviour and preparing advice and reports — necessary for the performance of our contract with you.

3.2 To liaise with your veterinary practice about your animal's referral, history and ongoing care — necessary for the performance of our contract with you and our legitimate interest in providing safe, joined-up care.

3.3 To take payment for our Services, and to keep records for accounting and tax purposes — necessary for the performance of our contract and to comply with our legal obligations.

3.4 To keep clinical case notes and records in line with professional body guidance, and to respond to any complaint, insurance, or regulatory enquiry — our legitimate interest in maintaining proper professional records, and to comply with legal/professional obligations.

3.5 To send you appointment confirmations, reminders and service-related communications — necessary for the performance of our contract with you.

3.6 To send you marketing communications (for example, newsletters or offers) — only where you have given your specific, opt-in consent, which you may withdraw at any time.

3.7 To use photographs or video for training, teaching or marketing purposes — only where you have given your specific consent, which you may withdraw at any time (though we may not be able to withdraw material already published before you tell us).

4. Who we share your data with

4.1 Your veterinary practice, for continuity of care and as required by clause 2 of our Terms & Conditions.

4.2 Cognito Forms, a third-party provider we use to collect and securely store your pre-consultation questionnaire responses. Cognito Forms is based in the United States; where this involves a transfer of your personal data outside the UK, our provider uses appropriate legal safeguards (such as Standard Contractual Clauses) to protect it. [To confirm: check Cognito Forms' current Data Processing Agreement and data-location settings for your account.]

4.3 Our payment provider/bank, solely to process payment for your booking.

4.4 Our professional bodies, insurers, or legal/professional advisers, where necessary to respond to a complaint, claim, or regulatory requirement.

4.5 Regulatory or public authorities, where we are required to disclose information by law (for example, in relation to a safeguarding concern or a dog bite incident).

4.6 We do not sell your personal data, and we do not share it with third parties for their own marketing purposes.

5. Where your data is stored and how long we keep it

5.1 We store personal data securely, using password-protected systems and, where applicable, encrypted or access-controlled online platforms.

5.2 We keep client and case records for 3years to allow for follow-up support, continuity of care, and to meet our professional and legal obligations. Financial records are kept for as long as required by HMRC (currently 6 years).

5.3 Where you have given consent for marketing or for use of photographs/video, we will keep that data until you withdraw consent or, where relevant, for as long as the material remains in active use.

5.4 When data is no longer needed, we securely delete or anonymise it.

6. Your rights

Under UK GDPR, you have the right to:

- Access the personal data we hold about you.

- Ask us to correct inaccurate or incomplete data.
- Ask us to delete your data, in certain circumstances.
- Ask us to restrict how we use your data, in certain circumstances.
- Object to us using your data where we rely on legitimate interest.
- Receive a copy of your data in a portable format, where technically feasible.
- Withdraw consent at any time, where we rely on consent (for example, for marketing or use of photos/video).

To exercise any of these rights, please contact us using the details in clause 1.3. We will respond within one month, as required by law.

If you are unhappy with how we have handled your data, you have the right to complain to the Information Commissioner's Office (ICO) at ico.org.uk or on 0303 123 1113. We would, however, welcome the chance to address your concerns directly first.

7. Cookies and our website

7.1 If we use cookies or similar technologies on our website (for example, for basic analytics), we will tell you about this and, where required, ask for your consent, via a cookie banner or notice on the site.

7.2 Our website may contain links to other websites (for example, our professional bodies, or partner organisations). We are not responsible for the privacy practices of those third-party sites.

8. Children

Our Services are provided to adult clients. We do not knowingly collect personal data directly from children. Where children are present in a household during a home visit, we only process any incidental information about them (for example, noting their presence for safety purposes) as necessary to deliver the Services safely.

9. Changes to this Policy

We may update this Privacy Policy from time to time, for example to reflect changes in our practices or the law. The current version will always be available from us on request or via our website, and will show its effective date.

Contact:

The Behaviour Partnership LLP, Marlwood, Eaton on Tern, Shropshire TF9 2BX, thebehaviourpartnership@gmail.com, 07414141333.