Privacy Policy

Business Name: Chewing with River
Last Updated: 09 November 2026

1. Introduction

We are committed to protecting your privacy and keeping your personal information safe. This Privacy Policy explains how we collect, use, store and share personal information when you visit our website, contact us or use our products and services.

Throughout this policy, the terms "we", "us" and "our" refer to Chewing With River.

By using our website or services, you acknowledge that you have read this Privacy Policy.

2. What Personal Information We Collect

We may collect and process different types of personal information depending on how you interact with our business. This may include:

- Personal details: Your name, email address, telephone number, photographs of pets, photograph of owners where applicable and contact details.
- Banking and payment information: Bank account details or other payment information where needed to process payments, refunds or transactions.
- Account information: Details you provide when registering for an account or using our services.
- Service information: Information provided when purchasing or using our products/services.
- Enquiry information: Details included in enquiries, requests or messages sent to us.
- Communication records: Emails, telephone conversations and other correspondence between you and our business.

- Website usage information: Information such as your IP address, browser type, pages visited and how you use our website. This may be collected through cookies or website analytics.
- Marketing preferences: Your preferences regarding receiving updates, newsletters or promotional communications.
- Publicly available information: Relevant information that may be available through public sources or professional social media profiles.

We will only collect information that is relevant and necessary for the purposes explained in this policy.

3. How We Collect Your Information

We may collect personal information in several ways, including:

- When you contact us by email, telephone or through our website.
- When you enquire about, purchase or use our products or services.
- When you complete a form or provide information directly to us.
- When you sign up to receive newsletters or marketing communications.
- When you visit and interact with our website.
- Through publicly available sources, where relevant to our business activities.

Please do not provide another person's personal information unless you have permission to do so.

4. How We Use Your Personal Information

We may use your personal information for the following purposes:

- To respond to enquiries and communicate with you.
- To provide our products and services.
- To manage customer accounts and bookings.
- To process payments, refunds and other financial transactions.
- To send invoices, receipts and important service updates.

- To improve our website, products and services.
- To send marketing communications where you have agreed to receive them or where permitted by law.
- To maintain business records and manage our day-to-day operations.
- To protect our business and deal with any legal claims or disputes.
- To meet any legal or regulatory requirements.

We will not use your personal information for unrelated purposes without explaining this to you as required.

5. Sharing Your Personal Information

We will not sell or rent your personal information to third parties.

However, we may share information where necessary with:

- Payment providers and banks to process payments and refunds.
- Website hosting providers and IT support services.
- Accountants, insurers and professional advisers.
- Business service providers who help us operate our business.
- Legal or regulatory authorities where we are required to do so.
- Professional services such as veterinarians, physiotherapists and third party agencies where advice or specialist input is needed.

Where we use third-party providers, we take reasonable steps to ensure that your information is handled appropriately and kept secure.

6. How Long We Keep Your Information

We will only keep your personal information for as long as it is needed for the purpose it was collected.

The length of time we retain information will depend on the type of information, why we need it and whether we have any legal or business obligations to keep it.

When information is no longer required, we will take reasonable steps to securely delete or dispose of it.

7. Keeping Your Information Safe

We take reasonable steps to protect your personal information against loss, misuse, unauthorised access, disclosure or alteration.

Access to personal information is limited to those who need it for legitimate business purposes.

Although we take care to protect your information, no method of storing or transferring data online can be guaranteed to be completely secure.

8. Your Privacy Rights

You have certain rights in relation to the personal information we hold about you. Depending on the circumstances, these may include:

- The right to ask what personal information we hold about you.
- The right to request a copy of your information.
- The right to ask us to correct inaccurate or incomplete information.
- The right to request that we delete your information in certain circumstances.
- The right to ask us to restrict how we use your information.
- The right to object to certain types of processing.
- The right to request the transfer of your information in certain circumstances.
- The right to withdraw your consent where we rely on consent.
- The right to complain to the Information Commissioner's Office (ICO).

If you would like to exercise any of these rights, please contact us using the details provided below.

9. Marketing Communications

We may contact you with information about our products, services, offers or business updates where you have given permission or where we are otherwise legally allowed to do so.

You can ask us to stop sending marketing communications at any time by using the unsubscribe link in our emails or contacting us directly.

We will continue to send essential communications relating to services, payments or enquiries where necessary.

10. Cookies

Our website may use cookies and similar technologies to improve your browsing experience and understand how visitors use our website.

Cookies are small files stored on your device. They may help us understand website traffic, remember preferences and improve how our website works.

You can manage your cookie preferences through your browser settings or any cookie preference tool available on our website.

Further information may also be provided in our separate Cookie Policy.

11. Third-Party Websites

Our website may contain links to other websites. Please be aware that we are not responsible for the privacy practices or content of external websites.

If you visit another website through a link on our site, we recommend reading its Privacy Policy before providing any personal information.

12. Children's Privacy

Our website and services are not intended to knowingly collect personal information from children without appropriate permission.

If we become aware that we have collected personal information from a child without the necessary permission, we will take reasonable steps to address this.

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to our business, services or how we handle personal information.

Any updates will be published on our website. We recommend checking this page occasionally to stay informed.

15. Contact Us

If you have any questions about this Privacy Policy, how we use your personal information or wish to exercise your privacy rights, please contact us:

Business Name: Chewing With River
Email: hello@chewingwithriver.com
Telephone: 07400293288

ICO Registration Number: ZC290537

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