

GROOMIES

PRIVACY POLICY

Valid from 01.09.2026

At **Groomies** dog salon, we care not only about your dog's comfort but also about the security of your personal data. This privacy policy explains what data we collect, why we collect it, and what your rights are in accordance with the GDPR (EU Regulation 2016/679).

1. Who processes your data? (Data Controller)

The controller of your personal data is our salon:

- **Name:** Groomies
- **Address:** Závist 5, 624 00 Brno-Komín, Czech Republic
- **Email:** groomies.brno@gmail.com
- **Phone:** +420 703 036 791

2. What data do we collect?

When booking an appointment or visiting our salon in person, we may request the following data from you:

- **Contact details:** Owner's first and last name, phone number, email address.
- **Dog details:** Name, breed, age, weight, temperament, previous grooming experience, and health information (including any allergies or aggressive behavior). We need this information solely to ensure the maximum safety and comfort of your dog during grooming.
- **Photographs:** We take and publish photos of your dog ("Before and After") on our social media or website only with your explicit consent (which you grant us in the Intake Form).

3. Why do we process your data? (Purpose and Legal Basis)

We process your data only for the following legitimate reasons:

- **Processing your booking and providing the service (Performance of a contract):** We need your contact details to confirm the appointment, send you an SMS reminder, or arrange a pick-up time for your dog.
- **Safety and health (Legitimate interest):** We collect data on the dog's health and behavior to prevent injury to the animal or our staff.
- **Accounting and tax obligations (Legal obligation):** For issuing receipts and keeping accounting records.
- **Salon presentation (Consent):** If you give us your consent, we will use photos of your dog for our website and Instagram.

4. Who do we share your data with? (Data Processors)

We do not sell your data to any third parties. However, to provide you with top-quality services, we use verified partners (data processors) who meet strict GDPR standards. These are:

- **Wix.com:** The platform that hosts our website.
- **Reservio:** The external booking system and calendar through which you book your appointments and which sends you confirmation SMS and emails.

5. How long do we keep your data?

We keep your personal data only for as long as necessary to provide our services. Tax documents and accounting records are kept for the period required by law (usually 10 years). Data from the Intake Form is kept for as long as you regularly bring your dog to us for grooming. Consent to publish photographs remains valid until you withdraw it.

6. What are your rights?

Under GDPR rules, you have the right to ask us at any time to:

- **Access** your personal data (to know what information we hold about you).
- **Correct** inaccurate or outdated data.
- **Erase** your personal data (the "right to be forgotten") if it is no longer necessary for the purposes for which it was collected.
- **Withdraw consent** for the publication of photographs (just send us an email, and we will immediately delete the photo of your dog from our website or Instagram).

If you have any questions regarding your data, please do not hesitate to contact us at groomies.brno@gmail.com