

ANNEX 1 – PERSONAL INFORMATION WE COLLECT

Category of personal information	How we use it	Legal basis for the processing	Categories of recipients	Retention period
Contact and profile information. Personal information, such as your name, phone number, address, e-mail address, pet experience and dog information, and other information (including images) about your listing such as description, location and number of dogs.	<p>We use this information to:</p> <ul style="list-style-type: none"> Operate, maintain and provide to you the features and functionality of the Service; Maintain the safety of the service; Communicate with you including sending statements and invoices, service-related communications and marketing communications; and deal with enquiries and complaints made by or about you relating to the Service 	<p>The processing is necessary for:</p> <ul style="list-style-type: none"> The performance of a contract and to take steps prior to entering into a contract; and our legitimate interests, namely administering the Service, for marketing purposes and communicating with users 	<p>As required in accordance with how we use it, we will share your personal information with the following:</p> <p>Service providers and advisors. Third party vendors and other service providers that perform services for us, on our behalf, which may include identifying and serving targeted advertisements, providing mailing or email services (for example, Google LLC), tax and accounting services, payments processing (for example Stripe, Inc.), data enhancement services, fraud prevention (for example, Onfido Ltd), web or data and infrastructure hosting (for example, Amazon Web Services, Inc.), or providing analytic services.</p>	<p>For no longer than necessary for the purposes set out and in accordance with our legal obligations and legitimate business interests.</p>
<p>Identification information.</p> <p>Proof of identity, such as copy of official government identification.</p>	<p>We use this information to verify the identification of individuals using the Service,</p>	<p>The processing is necessary for:</p> <ul style="list-style-type: none"> Our legitimate interests, namely keeping the Service secure, preventing fraud and ensuring compliance with our Terms of Service. 	<p>Other users of the Service. Other users of the Service that you interact with or that we share information with, such as your dog, your dog sitting needs or your availability as a dog carer..</p> <p>Select third parties. Third parties, so that they can provide you with information and marketing messages about</p>	
<p>Comments, chat and opinions. When you contact us directly, e.g. By email, phone, mail or by completing an online form or participating in online chat, we will record</p>	<p>We use this information to:</p> <ul style="list-style-type: none"> Address your questions, issues and concerns (including issues between users of the Service); 	<p>The processing is necessary for:</p> <ul style="list-style-type: none"> Our legitimate interests, namely communicating 		

your comments and opinions.	Provide and improve our Service, Determine products and services that may be of interest to you; Send you marketing communications in accordance with your Marketing preferences; Improve our communications and staff training.	with users and for marketing purposes.		
Payment and transaction information. Information such as items purchased, date and time of your transaction, and payment information, such as your credit card or bank account details.	We use this information to: Facilitate transactions, Detect and prevent fraud; and Inform our advertising and marketing.	The processing is necessary for: The performance of a contract; Our legitimate interests, Namely the detection and prevention of fraud and for marketing purposes.	Products or services that may interest you. The Public. When you post user content on the Service which is publicly available, or if we select user content you have provided (or which another user has provided, and you appear in) to appear for promotional purposes across our Service and other social media platforms. Purchasers and third parties in connection with a business transaction. Personal information may be disclosed to third parties in connection with a transaction, such as a merger, sale of assets or shares, reorganization, financing, change of control or acquisition of all or a portion of our business.	
Location Information. Other than information you choose to provide to us, we do not collect information about your precise location. Your device's IP address may help us determine an approximate location.	We may use an approximate location to ensure content on our Service is relevant to the city or country you are using your device in.	The processing is necessary for: Our legitimate interest, namely, to tailor our service to the user and to improve our service generally.	Law enforcement, regulators and other parties for legal reasons. Third parties as required by law or if we reasonably believe that such action is necessary to (a) comply with the law and the reasonable requests of law enforcement; (b) enforce our Terms of Service or to protect the security or integrity of our Service; and/or (c) exercise or protect the rights, property, or personal safety of MyWaggyTails our users or others.	
Information provided by social networks you connect to our Service. If you connect a social network, such as Facebook, to our Service we will collect personal information from the social network in accordance with your privacy settings on that social network. The connected social network may provide us with	We will use the personal information provided to allow you to log-in to the Service, to help create a public profile for you and, where we provide the functionality, we will also use the information provided to assist you in sharing the content you create, or your experiences on our Service, with your friends,	The processing is necessary for our legitimate interest, namely, to tailor our Service to the user and to improve our Service generally.		

<p>information such as your name, Facebook ID, profile picture, network, gender, username, user ID, age or age range, language, country, friends list, follower list and any other information you have agreed it can share or that the social network provides to us.</p>	<p>followers or contacts on the connected social network.</p>			
<p>Preferences. Preferences set for notifications, marketing communications and how our Service is displayed.</p>	<p>We use this information to provide notifications, send marketing communications and display our Service in accordance with your choices.</p>	<p>The processing is necessary for our legitimate interest, namely ensuring the user receives the correct marketing communications.</p>		
<p>Information provided by third parties. From time to time, we may receive information about you from third parties and other users. We may obtain information from third parties to enhance or supplement our existing user information. We may also collect information about you that is publicly available.</p>	<p>We may combine this information with the information we collect from you directly. We use this information to contact you, to send you advertising or promotional materials or to personalize our Service, to pre-populate online forms, and to better understand the demographics of our users.</p>	<p>The processing is necessary for our legitimate interests, namely, to tailor our service to the user and to improve our service generally.</p>		
<p>All personal information set out above.</p>	<p>We will use all the personal information we collect to:</p> <ul style="list-style-type: none"> • Operate, maintain and provide to you the features and functionality of the Service, • Communicate with you, to monitor and improve our Service and business, 	<p>The processing is necessary for:</p> <ul style="list-style-type: none"> • Our legitimate interest, namely, to administer and improve the Service. • Compliance 		

	<ul style="list-style-type: none">• To help us develop new products and services.• To detect and prevent fraud and defend ourselves from any legal claims;• Comply with any applicable legal obligations.	with legal obligations.		
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