



Privacy Policy

Effective Date: 21st July 2026

Sacred Paws (“we”, “our”, or “us”) is committed to protecting your privacy and handling your personal information transparently and securely. This Privacy Policy explains how we collect, use, store, and protect your information when you visit our website, interact with our services, or contact us.

By using the Sacred Paws website, you agree to the practices described in this Privacy Policy.

1. Information We Collect

We may collect the following types of information:

- Personal Information – including your name, email address, phone number, billing address, and payment information.
- Account Information – login credentials and account preferences.
- Usage Data – pages visited, time spent on pages, browser type, device information, IP address, and referral URLs.
- Marketing Preferences – your communication and subscription preferences.
- Cookies and Tracking Data – collected through cookies, analytics, and similar technologies.

2. How We Use Your Information

We use your information to:

- Provide and improve our services
- Process payments and transactions
- Respond to enquiries and customer support requests
- Personalise user experiences
- Send marketing communications where legally permitted
- Prevent fraud and maintain website security
- Comply with legal obligations



3. Legal Basis for Processing (GDPR)

If you are located in the UK or EEA, we process personal data under the following lawful bases:

- Your consent
- Performance of a contract
- Compliance with legal obligations
- Legitimate business interests

4. Cookies and Analytics

We use cookies and similar tracking technologies to improve website performance and user experience.

This may include:

- Essential cookies
- Analytics cookies (such as Google Analytics)
- Marketing and advertising cookies

You can control cookies through your browser settings. Disabling cookies may affect website functionality.

5. Google & SEO Compliance

Sacred Paws follows Google guidelines and best practices for transparency, security, and data protection. We:

- Clearly disclose data collection practices
- Use secure HTTPS encryption
- Respect user consent choices
- Avoid misleading or deceptive practices
- Comply with Google Ads and Analytics policies where applicable

6. Sharing Your Information

We do not sell your personal information.

We may share information with trusted third parties including:

- Payment processors
- Hosting providers
- Analytics providers





- Marketing service providers
- Legal authorities where required by law

All third parties are expected to handle data securely and lawfully.

7. Data Retention

We retain personal information only for as long as necessary to:

- Provide services
- Meet legal obligations
- Resolve disputes
- Enforce agreements

8. Your Rights

Depending on your location, you may have rights including:

- Access to your personal data
- Correction of inaccurate information
- Deletion of your data
- Restriction or objection to processing
- Data portability
- Withdrawal of consent

To exercise your rights, contact us using the details below.

9. Data Security

We implement appropriate technical and organisational security measures to protect your information from unauthorised access, misuse, disclosure, or loss.

However, no internet transmission or storage system can be guaranteed completely secure.

10. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of external sites.

11. Children's Privacy

Our services are not intended for children under 13 years of age, and we do not knowingly collect personal information from children.





12. Changes to This Policy

We may update this Privacy Policy from time to time. Changes will be posted on this page with an updated effective date.

13. Contact Information

If you have any questions about this Privacy Policy or your personal data, contact:

Email: hello@sacred-paws.co.uk

Website: sacred-paws.co.uk