

Boppin' Bunnies Website Privacy Notice

1. Introduction & Contact Details

This notice details how Boppin' Bunnies Ltd ("we", "us", "our"), as data controller, collects and processes your personal data via www.boppinbunnies.co.uk. By providing your data, you warrant that you are over 13 years of age.

- Email: info@boppinbunnies.co.uk
- Postal Address: 79 Parkview Road, New Eltham, SE9 3QR

Formal Data Protection Complaints

If you have concerns about how we handle your data, you have a statutory right to lodge a formal complaint with us at info@boppinbunnies.co.uk.

We will formally acknowledge your complaint within 30 days of receipt, investigate it without undue delay, and issue a formal outcome notice. Under UK data protection law, you are required to exhaust this internal complaints procedure before escalating any matter to the Information Commissioner's Office (ICO) (www.ico.org.uk).

2. Data We Collect

We may process the following personal data. We do not collect any Sensitive Data (e.g., health, race, beliefs) or criminal offence records.

- Identity & Contact: Name, title, gender, billing/delivery addresses, email, and telephone numbers.
- Financial & Transaction: Bank/payment card details and history of purchases made by you.
- Technical & Usage: IP address, login data, browser details, device operating system, and how you use our website or services.
- Profile & Marketing: Username, password, interests, survey responses, and your communication preferences.

3. How Data is Collected

- Direct: Forms you fill in, account creation, orders, or direct correspondence (email, phone, post).
- Automated: Cookies and server logs tracking Technical Data as you interact with our site.
- Third Parties: Analytics (e.g., Google), marketing/booking platforms (e.g., Class4Kids, Hoop, Happity, Mailchimp, Facebook), and payment processors (e.g., Stripe, PayPal).

4. Purposes and Lawful Basis for Processing

We only process data where legally permitted. The table below outlines our lawful grounds:

Purpose / Activity	Data Type	Lawful Basis for Processing
Registering you as a new customer	Identity, Contact	Performance of a contract

Processing orders, deliveries, and recovering owed payments	Identity, Contact, Financial, Transaction, Marketing	Performance of a contract; Legitimate interests (debt recovery)
Managing our relationship (notifying changes, requesting reviews)	Identity, Contact, Profile, Marketing	Performance of a contract; Legal obligation; Legitimate interests (record keeping)
Administering promotions, competitions, or surveys	Identity, Contact, Profile, Usage, Marketing	Performance of a contract; Legitimate interests (business growth)
Website security, maintenance, data hosting, and IT troubleshooting	Identity, Contact, Technical	Legitimate interests (running/securing IT services); Legal obligation
Delivering relevant web content/ads and measuring ad effectiveness	Identity, Contact, Profile, Usage, Marketing, Technical	Legitimate interests (marketing strategy, business development)
Using data analytics to improve services, website, and customer experiences	Technical, Usage	Legitimate interests (defining customer types, keeping site relevant)
Recommending goods or services of interest	Identity, Contact, Technical, Usage, Profile	Legitimate interests (developing products/services)

Marketing Communications

You will receive marketing messages only if you have opted in or purchased from us and have not opted out. You can opt out at any time by emailing info@boppinbunnies.co.uk.

5. Disclosures and International Transfers

We may share your personal data with internal group companies, IT service providers, professional advisers (lawyers, bankers, insurers), and regulatory bodies (HMRC). All third parties must respect data security and act on our instructions.

When your data is transferred outside the UK/EEA, we ensure equivalent protections are maintained via European Commission-approved contracts, statutory adequacy regulations, or verified international privacy frameworks.

6. Data Security and Retention

- Security: We limit data access to employees and third parties with a strict business need. They must process data confidentially under our explicit instruction.
- Retention: We hold data only as long as necessary for its collection purpose. Legally, we must retain basic customer transaction records (Identity, Contact, Financial, Transaction Data) for six years after they cease being customers for tax purposes.

7. Your Statutory Rights

Under UK data protection law, you have rights to access, correct, erase, restrict, or transfer your data, object to its processing, or withdraw consent.

- To exercise these rights or file a formal internal data protection complaint, contact info@boppinbunnies.co.uk.
- We do not charge a fee for standard requests and aim to respond within one month (or 30 days for formal complaint acknowledgments). We may request proof of identity to protect your security.

8. Third-Party Links & Cookies

Our site contains links to third-party sites and specific cookies. We do not control external sites and are not responsible for their privacy terms. You can configure your browser to block cookies, though some website features may stop functioning. For full details, see www.boppinbunnies.co.uk/cookies-policy.php.