



Privacy Policy

We, DOGOUT, operate this website and our app (Apple App Store and Google Play Store) and collect certain data from our visitors and customers as necessary.

In the following privacy policy, you will learn what we do with your data, so-called personal data, and why we do it. We will also tell you how we protect your data, when the data is deleted and what rights you have in accordance with the UK's Data Protection Act (DPA) and the General Data Protection Regulation (GDPR).

Who can I contact?

DOGOUT
27 Old Gloucester Street, London WC1N 3AX
E-mail: hello@dogout.co.uk

What are the legal bases of processing?

In accordance with Article 13 of the GDPR, we inform you of the legal basis for our data processing. If the legal basis is not stated, the following applies:

- the legal basis for obtaining consent is Art. 6(1)(a) and Art. 7 GDPR,
- the legal basis for processing in order to fulfil our services and carry out contractual measures and respond to enquiries is Art. 6(1)(b) GDPR,
- the legal basis for processing in order to fulfil our legal obligations is Art. 6(1)(c) GDPR, and
- the legal basis for processing in order to protect our legitimate interests is Art. 6(1)(f) GDPR. In the event that vital interests of the data subject or another natural person require the processing of personal data, Art. 6 (1) (d) GDPR serves as the legal basis.

What are my rights?

You can contact us at any time if you have questions about your data protection rights or would like to assert your rights below:

- Right of withdrawal pursuant to Art. 7 (3) GDPR (e.g., you can contact us if you wish to revoke a previously given consent to a newsletter).
- Right to information according to Art. 15 GDPR (e.g., you can contact us if you would like to know what data we have stored about you)
- Correction according to Art. 16 GDPR (e.g., you can contact us if your email address has changed, and you want us to replace the old email address)
- Deletion according to Art. 17 GDPR (e.g., you can contact us if you want us to delete certain data, we have stored about you)
- Restriction of processing according to Art. 18 GDPR (e.g., you can contact us if you do not want us to delete your e-mail address, but only to use it for sending absolutely necessary e-mails).
- Data portability according to Art. 20 GDPR (e.g., you can contact us to receive your data stored with us in a compressed format, e.g., because you want to make the data available to another website)



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- Objection according to Art. 21 GDPR (e.g., you can contact us if you do not agree with one of the advertising or analysis procedures specified here)
- Right to lodge a complaint with the competent supervisory authority pursuant to Art. 77 (1) GDPR (e.g., you can also contact the data protection supervisory authority in your federal state directly if you have a complaint).

The supervisory authority

Information Commissioner's Office
Wycliffe House, Water Ln, Wilmslow SK9 5AF
www.ico.org.uk

Deletion of data and storage period

Unless otherwise stated, we delete your data as soon as it is no longer required. Your data will also be blocked or deleted if a storage period prescribed by law expires, unless there is a need to continue storing the data for the conclusion or fulfilment of a contract. Certain data may have to be stored for longer for legal reasons. You can, of course, request information about the stored data at any time.

Visiting the website

If you merely want to browse our website, we do not collect any personal data, with the exception of the data that your browser transmits to enable you to visit the website, first and foremost:

- IP address
- Approximate location based on IP range
- Internetprovider
- Internet speed
- Date and time
- Last website visited
- Browser
- Operating system
- Hardware

To protect your privacy, we delete or anonymise the IP address after your visit to our website. This means that the other technical data can no longer be traced back to you and is only used for anonymous statistical purposes to optimise our website. The purpose of the temporary storage of the data is, on the one hand, the technical necessity for establishing the connection and, on the other hand, the correct, error-free presentation of our website. The IP address and the technical data already mentioned are necessary in order to display the website, to prevent display problems for visitors and to correct error messages. The legal basis is the so-called legitimate interest, which has been examined in the context of the aforementioned protective measures as well as in accordance with the requirements from Art. 6 (1) lit. f GDPR.

Contact data or other data provided for the contractual relationship



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The purpose of this is to comply with legal obligations (e.g., commercial or tax retention obligations). The legal basis is your consent in accordance with Art. 6 para. 1 p. 1 lit. a GDPR.

The purpose of this is the assertion, exercise, and defence of legal claims, whereby our legitimate interest lies, for example, in the assertion of legal claims and defence in legal disputes. The legal basis is your consent in accordance with Art. 6 (1) sentence 1 lit. a GDPR.

The purpose for this is the analysis of data based on our legitimate interest of quality assurance and marketing. The legal basis is your consent in accordance with Art. 6 para. 1 p. 1 lit. a GDPR or our legitimate interests pursuant to Art. 6 para. 1 p. 1 lit. f GDPR.

Data that you provide on the basis of consent

We will only process certain data on the basis of your previously given explicit and voluntary consent. You have the right to revoke your consent at any time with effect for the future. The legal basis is your consent in accordance with Art. 6 (1) p. 1 lit. a GDPR.

Hosting

This website is hosted by an external service provider (hoster). The personal data collected on this website is stored on the hoster's servers. This may include, but is not limited to, IP addresses, contact requests, meta and communication data, contractual data, contact details, names, website accesses and other data generated via a website. The hoster is used for the purpose of contract fulfilment with our potential and existing customers (Art. 6 para. 1 lit. b GDPR) and in the interest of a secure, fast and efficient provision of our online offer by a professional provider (Art. 6 para. 1 lit. f GDPR). Our hoster will only process your data insofar as this is necessary for the fulfilment of its service obligations and will follow our instructions with regard to this data. In order to ensure data protection-compliant processing, we have concluded a contract on commissioned processing with our hoster.

Cookies

Our website sometimes uses so-called cookies. Cookies are small text files that are usually stored in a folder of your browser. Cookies contain information about the current or last visit to the website. If cookies do not contain an exact expiry date, they are only temporarily stored and automatically deleted as soon as you close your browser or restart the end device. Cookies with an expiry date remain stored even if you close your browser or restart the end device. Such cookies are only removed on the specified date or when you delete them manually.

Google Analytics

We use Google Analytics, a web analytics service provided by Google Inc, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Google Analytics uses the analysis cookies described in our Cookie policy to analyse our website with regard to your usage behaviour. The information generated by cookies about your use of this website will be transmitted to and stored by Google on servers in the United States. However, your IP address is shortened before the usage statistics are analysed so that no conclusions can



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be drawn about your person. For this purpose, the code "anonymizelp" has been added to Google Analytics on our website to ensure anonymised collection of IP addresses. Google will use the anonymised information obtained through the cookies to evaluate your use of the website, to compile reports on website activities for the website operators and to provide other services associated with the use of the website and the internet. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf.

You can also configure your browser to reject cookies, or you can prevent the collection and analysis of data by Google by downloading and installing a browser plugin (<https://tools.google.com/dlpage/gaoptout?hl=en>) from Google.

SSL or TLS encryption

For security reasons and to protect the transmission of confidential content, such as orders or enquiries that you send to us as the site operator, this site uses SSL or TLS encryption. You can recognise an encrypted connection by the fact that the address line of the browser changes from "http://" to "https://" and by the lock symbol in your browser line.

If SSL or TLS encryption is activated, the data you transmit to us cannot be read by third parties.

Changes to the privacy policy

We reserve the right to change this privacy policy at any time, but we will always comply with applicable data protection laws. We recommend that you check the current privacy policy each time you visit the websites and the app.