

# LIFETIME PET COVER PRIVACY STATEMENT



This statement sets out how we, Lifetime Pet Cover (LPC) will use personal information we collect about you when you obtain a quote or buy a policy from us over the phone, via our website or by email.

Lifetime Pet Cover will be the data processor for Trent Services Administration Ltd. who will be the data controller of your data for the purposes of the Data Protection Act 1998 and the EU General Data Protection Regulation.

## 1. Your rights

We comply with and are registered under the data protection laws in the United Kingdom and take all reasonable steps to prevent any unauthorised access to your personal data.

You have the right to request a copy of all personal information we hold about you, for which there may be a fee of £10. If any of the information held is inaccurate we will also make any necessary amendments and confirm to you that these have been made. You are also entitled to ask us to remove personal information from our records and if you wish to do this then please contact us so that we may consider your request. Please make such requests in writing to [hello@lifetimepetcover.co.uk](mailto:hello@lifetimepetcover.co.uk). Please provide your full name, email address, date of birth and policy number when contacting us.

## 2. What information do we collect?

We collect and use personal information to allow us to give you a quote or process your purchase of a policy.

Such information may include your:

- Name
- Address
- Telephone number
- Email address
- Your bank details, credit or debit card number and expiry date.

## 3. Where do we collect it from?

- You or someone connected to you as part of a quotation or claim.
  - If you have provided information to us about someone else, you would have confirmed that you have the consent of these individuals to share their personal information with us. You should share this privacy notice with all individuals whose personal information you have shared with us as it may also apply to them.
- Price comparison websites, if you have obtained a quotation for a policy with us. The information you provide is shared with us and used for the purposes set out below. The information in this notice will apply in addition to any information given to you by that price comparison website about the use of your personal information.
- Third party service providers with whom we have a relationship.
- Publicly available sources of information, such as social media and networking sites.

## 4. How will we use the information we have collected from the above sources?

*A) To provide you services relating to an insurance quotation and/or insurance policy:*

We collect and use personal information to allow us to give you a quote or to process your purchase of a policy. We also use your information in dealing with renewals and to improve our understanding of our products and services and of your interests. We will use it to manage your insurance policy, including claims handling, issuing policy documentation to you, and providing you with the services described in your policy documents.

## *B) To communicate with you:*

We may send you communications from Lifetime Pet Cover which may include the following:

If you have a current policy with us:

- Providing you with services as per your policy (Email/Post/Phone)
- Reminders when your policy may be due for renewal (Post/Email)
- Further information about the services we offer (Email)
- Newsletters (Email)
- New product launches (Email)
- If you have taken part in a competition/ reward scheme with us (Phone/Email)

If you have obtained a quote with us:

- Confirming/sending a copy of your quote (Email)

## **5. Crime and fraud prevention**

We may share data (including electronic identifiers such as IP addresses) with the police and fraud prevention agencies if we believe that it is reasonably required for the prevention or detection of crime or fraud or to protect our customers. Data may also be released to third parties if we are required to do so under the terms of a court order.

## **6. Other partner/affiliate websites**

We are not responsible for the privacy policies and practices of other websites. Whenever possible we will only partner with other websites which maintain the same standards as are present on our own website but we cannot guarantee this. If you click through to any of our product or service providers to their own website, you will be subject to that product or service provider's website terms and conditions and privacy policy, which we would recommend you read carefully.

## **7. Cookies**

### *A) What is a 'cookie'?*

An HTTP cookie (also called web cookie, Internet cookie, browser cookie, or simply cookie) is a small piece of data sent from a website and stored on the user's computer or mobile device by the user's web browser while the user is browsing. Cookies allows us to offer the best services possible by allowing us to recognise you as a unique user and provide us with information about how you use our website. Cookies are commonly used on the Internet and do not harm your computer system.

### *B) What information do we collect from cookies?*

Information collected may include items such as the IP address of your computer, the time you visited our website and what links you clicked on or when you opened our emails. However, any information collected is kept secure and only used for the purposes set out in this Privacy and Cookie Policy.

Cookies DO NOT collect the following data:

- Names
- Phone Numbers
- Email Addresses
- Mailing Addresses
- Bank Account Numbers
- Credit Card Information

### *What do we use the information we collect from cookies for?*

- Web analytics – To understand how you use our website and to assist us in tailoring the website to customer needs.
- Website management – Collating anonymous aggregated information that is used to manage and plan enhancements to our services.
- Source tracking – To evaluate the effectiveness of our advertising and promotions on third party websites, for example by tracking whether these advertisements are clicked on by users.

### *How can I stop cookies and what effect will this have?*

You can stop cookies from being deployed on your computer by configuring your browser not to accept them. However, in order to get the best use out of our website you will need to have cookies enabled. Please be aware that deleting certain cookies can result in difficulties when navigating around sites.

Please refer to your browser's 'help' facility for information on how to enable and disable cookies.

## **8. Changes to our privacy policy**

We reserve the right to amend or modify this privacy policy at any time and any changes will be published on this website.

We keep our privacy policy under regular review and we will place any updates on this web page. This privacy policy was last updated on 23/05/18.