



PRIVACY & POPIA NOTICE

Your Dog. Our Van. Your Driveway.

PLEASE READ: This notice explains how DogMax collects, uses, stores and protects personal information when you request a quote, make a booking, use our grooming services, contact us or interact with DogMax online.

1. WHO THIS NOTICE APPLIES TO

This Privacy & POPIA Notice applies to DogMax customers, prospective customers and other people who provide personal information to DogMax in connection with our mobile dog grooming services, enquiries, bookings, payments, records, website or communications.

2. INFORMATION DOGMAX MAY COLLECT

Depending on how you interact with DogMax, we may collect:

- Your name, mobile / WhatsApp number, email address, grooming address and suburb.
- Emergency contact details and, where relevant, veterinarian / clinic contact details.
- Information about your dog, including name, breed, age, size, health, medication, allergies, skin or coat conditions, behaviour, grooming history and grooming preferences.
- Photos or videos of your dog that you send for quoting, grooming records or, where separately permitted, DogMax marketing.
- Quote, booking, service, payment and communication records.
- Information you submit through the DogMax website, forms, WhatsApp, email, telephone or other communication channels.

3. WHY DOGMAX USES PERSONAL INFORMATION

DogMax may use personal information where reasonably necessary to:

- Respond to enquiries and prepare personalised grooming quotes.
- Arrange, confirm, reschedule and manage appointments.
- Provide grooming services safely and maintain client and dog grooming records.
- Contact you about your dog, appointment, service, payment, aftercare, safety or an incident.
- Process and keep appropriate records of payments, invoices and business administration.
- Maintain safety, incident and insurance records where reasonably necessary.
- Comply with legal, tax, accounting, insurance and regulatory obligations.
- Improve DogMax services and business operations.

4. PHOTOS, VIDEOS & MARKETING

Photos or videos supplied for a quote or grooming record may be used for those service and record-keeping purposes. Public use of a dog's photos or videos for DogMax social media, website or marketing will follow the photo / video permission recorded on the Client & Grooming Consent Form.

Marketing communications are optional and separate from the information DogMax needs to provide grooming services. You may object to or opt out of direct marketing as permitted by applicable law.

5. HOW INFORMATION MAY BE SHARED

DogMax does not sell customer personal information. Information may be shared only where reasonably necessary for the purpose for which it was collected, for example with:

- A veterinarian or emergency service where veterinary assistance is authorised or reasonably required.
- Payment, website, hosting, communications, bookkeeping, accounting, IT or other service providers used by DogMax.
- Insurers, professional advisers or authorities where reasonably necessary for an incident, claim, legal obligation or lawful request.

Where service providers process personal information for DogMax, DogMax will take reasonable steps appropriate to the relationship and information involved.

6. STORAGE & SECURITY

DogMax will take reasonable and appropriate measures to protect personal information against loss, unauthorised access, interference, alteration, disclosure or destruction. Records may be kept electronically and, where necessary, in paper form.

No method of electronic storage or transmission is completely risk-free, but DogMax will use reasonable safeguards appropriate to a small mobile grooming business.

7. HOW LONG INFORMATION IS KEPT

DogMax will keep personal information only for as long as reasonably necessary for the purpose for which it was collected, for ongoing customer and grooming records, or for legal, accounting, tax, insurance, dispute or other legitimate record-keeping requirements. Information that is no longer reasonably required will be securely deleted, destroyed or de-identified where appropriate.

8. YOUR PRIVACY RIGHTS

Subject to applicable South African law, you may ask DogMax to:

- Confirm whether DogMax holds personal information about you.
- Provide access to personal information held about you, where applicable.
- Correct or update personal information that is inaccurate, incomplete or out of date.
- Delete or destroy personal information where you are legally entitled to request this.
- Object to certain processing or withdraw an optional consent, where applicable.
- Stop sending optional direct marketing communications.

Some information may need to be retained despite a request where DogMax has a lawful or legitimate reason to keep it, including legal, accounting, insurance, safety or dispute records.

9. KEEPING YOUR INFORMATION ACCURATE

Please tell DogMax if your contact details, address, emergency contact information, or your dog's health, medication, behaviour or other relevant information changes. Accurate information helps DogMax provide safer and more appropriate grooming services.

10. WEBSITE & ONLINE SERVICES

When you use the DogMax website or an online DogMax form, information you submit may be processed through the website, hosting, form, email or communications services used to operate DogMax. DogMax will use information submitted online for the purposes described in this notice.

If DogMax later introduces cookies, analytics or other website technologies that require additional notice or consent, the website privacy information should be updated accordingly.

11. CONTACTING DOGMAX ABOUT PRIVACY

For a privacy question, request, correction, objection or complaint, please contact DogMax using the contact details provided on the DogMax website or in your booking communications.

If a privacy concern cannot be resolved directly with DogMax, you may have the right to approach the Information Regulator of South Africa in accordance with applicable law.

12. CHANGES TO THIS NOTICE

DogMax may update this Privacy & POPIA Notice from time to time as the business, systems or legal requirements change. The current version made available by DogMax will apply from its stated effective date.

HOW THIS WORKS WITH YOUR DOGMAX DOCUMENTS: This Privacy & POPIA Notice should be read together with the DogMax Terms & Conditions and, where applicable, your Client & Grooming Consent Form. The Consent Form records your service permissions and optional photo / marketing choices.

DOGMAX • Mobile Dog Grooming • Helderberg

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