

Privacy Policy

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Last updated: September 2026

ActivK9s respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how personal data may be collected, used and protected when you visit **activk9s.com**, contact ActivK9s, create an account, purchase a course or use our online training services.

1. Who We Are

ActivK9s provides dog-training information, services and online educational courses.

For the purposes of applicable data protection law, ActivK9s is responsible for the personal information it collects and processes through this website.

2. Information We May Collect

Depending on how you use the website, we may collect information including:

- Your name
- Email address
- Telephone number
- Billing address
- Account and course-registration information
- Course enrolment and progress information
- Order and transaction information
- Messages or enquiries you send to us
- Technical information associated with your use of the

website, such as IP address, browser information and cookies

We only collect information that is reasonably necessary for the relevant purpose.

3. How We Use Your Information

We may use personal information to:

- Create and manage your customer or student account
- Process course purchases and enrolments
- Provide access to purchased course material
- Maintain records of orders and transactions
- Respond to enquiries and provide customer support
- Operate, secure and improve the website
- Meet accounting, tax and other legal obligations
- Send marketing communications where we have an appropriate lawful basis to do so

4. Legal Basis for Processing

Depending on the circumstances, ActivK9s may process personal data because:

- It is necessary to provide a service or fulfil a contract with you;
- We have a legal obligation to retain or process certain information;
- We have a legitimate interest in operating, protecting and improving our business and website, where those interests do not override your rights; or
- You have given consent, where consent is required.

Where processing is based on consent, you may withdraw that

consent.

5. Payments

Online course payments are processed using third-party payment services, including **Stripe** through our WooCommerce checkout.

ActivK9s does not need to receive or store your complete payment-card details in order to process a normal card payment. Payment providers process payment information in accordance with their own security and privacy requirements.

We may retain information relating to your order, such as the amount paid, products purchased, transaction status and information required for accounting and customer support.

6. Course Accounts

When you purchase or enrol in an online course, an account may be created or maintained to provide access to the course.

Account information may include your name, email address, enrolment information and course progress.

This information is used to provide and administer your course access.

7. Cookies

ActivK9s may use cookies and similar technologies for functions such as website operation, security, shopping-cart functionality, account login, preferences and website analytics.

Some cookies are strictly necessary for the operation of the website and its requested services.

Where consent is legally required for other cookies or

tracking technologies, they should not be activated until the appropriate consent has been obtained.

You can manage applicable cookie preferences through the cookie-consent controls provided on the website.

8. Analytics and Website Services

We may use website analytics and other technical services to understand how the website is used, maintain security and improve website performance.

Depending on your cookie choices and the services enabled on the website, these providers may process technical information such as IP addresses, device information and website activity.

9. Sharing Your Information

We do not sell your personal information.

Personal information may be shared with service providers where reasonably necessary to operate ActivK9s, including providers involved in:

- Website hosting
- Course delivery
- Payment processing
- E-commerce
- Website security
- Email services
- Analytics
- Professional accounting or legal services

These organisations may process information only as appropriate for the services they provide and subject to applicable data-protection requirements.

10. International Data Transfers

Some technology or service providers may process information outside Ireland or the European Economic Area.

Where personal information is transferred internationally, appropriate safeguards should be used where required by applicable data-protection law.

11. How Long We Keep Information

Personal information is retained only for as long as reasonably necessary for the purpose for which it was collected and to meet applicable legal, accounting, tax, contractual and security requirements.

Different types of information may therefore have different retention periods.

12. Your Data Protection Rights

Subject to applicable law, you may have rights including:

- Access to your personal data
- Correction of inaccurate information
- Erasure of personal data
- Restriction of processing
- Objection to certain processing
- Data portability
- Withdrawal of consent where processing relies upon consent

Certain rights may be subject to legal limitations or exceptions.

13. Marketing Communications

Where ActivK9s sends electronic marketing communications, we will do so only where there is an appropriate legal basis.

You can unsubscribe from marketing emails using the unsubscribe facility provided or by contacting ActivK9s.

Transactional messages relating to purchases, accounts or course access are not marketing communications and may still be sent where necessary to provide the service.

14. Data Security

Reasonable technical and organisational measures are used to protect personal information against unauthorised access, alteration, disclosure or loss.

However, no internet-based service can guarantee absolute security.

15. Third-Party Links

The ActivK9s website may contain links to third-party websites.

ActivK9s is not responsible for the privacy practices of independent third-party websites. You should review their privacy information when visiting them.

16. Complaints

If you have concerns about how ActivK9s handles your personal information, please contact us first so that we can try to resolve the matter.

You also have the right to make a complaint to the **Data Protection Commission**, Ireland's data-protection supervisory

authority.

17. Changes to This Privacy Policy

This Privacy Policy may be updated from time to time to reflect changes to our website, services, technology or legal requirements.

The latest version will be published on this page.

18. Contact ActivK9s

For questions about this Privacy Policy or requests relating to your personal information, please contact **ActivK9s** using the contact details provided on activk9s.com.