

Privacy Policy

Effective Date: 5 July 2025

Last Updated: 5 July 2025

At PeerVet, we are committed to protecting your privacy and handling your data with transparency and care. This Privacy Policy outlines how we collect, use, store, and protect your personal data — whether you're a learner exploring veterinary education or a Creator sharing your knowledge on our platform.

1. Who We Are

PeerVet is a UK-based community-powered CPD platform that enables veterinary and allied professionals to learn from one another. Our platform is owned and operated by Spotted Llama Studios, registered in England and Wales.

Contact:

Email: support@peervet.co.uk

Website: <https://peervet.co.uk>

2. What Data We Collect

For Learners:

- Name and email address
- Account login credentials
- Enrolment and progress data
- Course feedback and reviews
- Payment details (processed securely via third-party providers — we do not store full card data)

For Creators (Instructors):

- Name, email, and role
- Biography and qualifications
- Areas of expertise
- Payment and invoicing details (for revenue share)

- Course content and materials
- Communication history with PeerVet

Automatically Collected (All Users):

- IP address and device data
 - Browser and usage analytics (via cookies)
 - Log and activity data (e.g. login times, course views)
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3. How We Use Your Data

We use your data to:

- Provide platform access and personalised learning tools
 - Deliver and support content (e.g., quizzes, certificates, discussions)
 - Track course enrolment and issue payments (for Creators)
 - Communicate updates, feedback, and new opportunities
 - Respond to support requests and enforce platform policies
 - Improve and develop the PeerVet platform
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4. Lawful Basis for Processing

Under the UK General Data Protection Regulation (UK GDPR), we rely on the following lawful bases:

Purpose	Legal Basis
Providing access to courses	Contractual obligation
Communicating about your account	Legitimate interest
Sending updates or newsletters	Consent (opt-in)
Processing payments	Legal and contractual obligation
Course quality assurance and review	Legitimate interest

Purpose

Legal Basis

Legal compliance (e.g., CPD records) Legal obligation

5. Marketing Communications

We only send marketing or promotional emails if you have opted in. You can unsubscribe at any time via the link in our emails or by contacting hello@peervet.co.uk.

6. Data Sharing and Third Parties

We do **not sell or share your personal data** with third parties for advertising purposes. We only share data with:

- Payment processors (e.g. Stripe, PayPal)
- Our LMS and hosting provider
- CPD accrediting bodies (where relevant and only with consent)
- Legal or regulatory bodies if required by law

All third-party services we use are GDPR-compliant.

7. Data Retention

Data Type

Retention Period

Learner account data While active + 6 years (for CPD records)

Creator profile/data While active + 6 years (financial)

Incomplete applications Deleted after 12 months

You may request early deletion unless legal or tax obligations apply.

8. Your Data Rights

You have the right to:

- Access your personal data

- Correct or update inaccurate data
- Request deletion (in certain cases)
- Withdraw consent (e.g. from marketing)
- Request a copy of your data (data portability)

To exercise your rights, email support@peervet.co.uk. We will respond within 30 days.

9. Cookies and Analytics

We use cookies to improve functionality and analyse site usage. You can manage your preferences via your browser or by adjusting your cookie settings when visiting our site.

10. Data Security

We use encrypted systems, access controls, and secure third-party processors to protect your data. However, no system is completely foolproof — you are also responsible for safeguarding your login credentials.

11. Children's Data

PeerVet is not intended for users under the age of 18. We do not knowingly collect data from children. If you believe a child has provided us data, please contact us to request removal.

12. Changes to This Policy

We may update this policy periodically. If we make material changes, we will notify you by email or on your dashboard. The latest version will always be available at <https://peervet.co.uk/privacy-policy>.

13. Digital Services Act Compliance (EU Users)

PeerVet is committed to transparency and accountability in accordance with the principles of the EU Digital Services Act (DSA), where applicable.

As a platform that hosts user-generated content (via Creator-submitted educational materials), we offer the following assurances for users in the EU:

- **Illegal Content:** If you believe content hosted on PeerVet is illegal under EU law (e.g. harmful misinformation, copyright infringement, or hate speech), please report it via email to support@peervet.co.uk. We will investigate and take appropriate action, including removal or restriction.
- **Appeals:** If your content is removed, restricted, or your account suspended, you will receive a reason and have the right to appeal by contacting us.
- **Moderation and Transparency:** Content submitted by Creators may be reviewed for compliance with veterinary standards and PeerVet's internal policies. We do not employ automated content moderation or algorithmic recommendation systems at this time.
- **Contact Point for EU Authorities:**
Email: support@peervet.co.uk
Language: English

This statement will be updated as PeerVet grows or becomes subject to specific DSA thresholds.

14. Contact Us

If you have questions about this Privacy Policy or how your data is handled, contact:

 **Email:** support@peervet.co.uk

 **Web:** <https://peervet.co.uk>

You may also lodge a complaint with the **Information Commissioner's Office (ICO)** at <https://ico.org.uk>.