



Privacy Policy

We protect your data as well as your pets.

We understand the importance of looking after the personal data that we collect and process. This policy explains why we collect personal data, how it is processed, the conditions under which we may disclose it to others, how we keep it secure and how long we store it.

This website is not intended for children and we do not knowingly collect data relating to children.

About us

Orthopaedic Vet Ashbourne is the trading name of Orthopaedic Vet Limited, a company incorporated in England and Wales under registered company number 13633993 (“**we/us/our**”). Our registered address is Orthopaedic Vet Ashbourne, Unit 3, Stirling Park, Derby Road, Ashbourne, DE61LZ. We are registered for VAT purposes with registration number 434684477.

Contact us

You have the right to make a complaint at any time to the Information Commissioner’s Office (ICO), the UK regulator for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

Data Controller

As we collect personal data and determine how it is used, we are the ‘data controller’ responsible for your personal data. Our appointed ‘Data Protection Officer’ is Director and Head Nurse, Aimee Jenkinson who may be contacted at the above address, by telephone on 01335212255 or by email aimee@orthopaedicvet.co.uk if you have any questions regarding this policy.

Changes to the privacy policy and your duty to inform us of changes

We keep our privacy policy under regular review.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

The data we collect about you

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- **Identity Data** includes first name, last name, title, date of birth and gender.
- **Contact Data** includes billing address, delivery address, email address and telephone numbers.
- **Financial Data** includes bank account and payment card details.
- **Transaction Data** includes details about payments to and from you and other details of products and services you have purchased from us.
- **Technical Data** includes internet protocol (IP) address, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access this website.
- **Profile Data** includes your pets, purchases or orders made by you, your preferences, feedback and survey responses.
- **Usage Data** includes information about how you use our website, products and services.
- **Marketing and Communications Data** includes your preferences in receiving marketing from us and our third parties and your communication preferences.

We do not collect any **Special Categories of Personal Data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

If you fail to provide personal data

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

How is your personal data collected?

We use different methods to collect data from and about you including through:

- Direct interactions. You may give us your Identity, Contact and Financial Data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:
 - purchase our products or services;
 - subscribe to our service or publications;
 - request marketing to be sent to you; or
 - give us feedback or contact us.

- Automated technologies or interactions. As you interact with our website, we will automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies and other similar technologies. We may also receive Technical Data about you if you visit other websites employing our cookies. Please see our Cookie Policy for further details.
- Contact, Financial and Transaction Data from providers of technical and payment services based inside the UK.

How we use your personal data

We are permitted to process data if we have a legal basis for doing so. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform the contract, we are about to enter into or have entered into with you.
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal obligation.

Generally, we do not rely on consent as a legal basis for processing your personal data although we will get your consent before sending direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by contacting us.

Purposes for which we will use your personal data

We process personal data to allow us to fulfil our contract with you and to provide your pet with both emergency and preventative health care. This contract is entered into when you register with the practice and agree to our terms and conditions by doing so. Similarly, by registering your details for the gold plan, a contract has been entered into.

We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate:

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To register you as a new customer	(a) Identity (b) Contact	Performance of a contract with you
To provide services to you, including:		
1. Delivery of pet health examination and testing services, reunification services to include microchip registration for animals;	(a) Identity (b) Contact (c) Financial	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to recover debts due to us)
2. Laboratory and crematorium services;	(d) Transaction	

<p>Manage payments, fees and charges</p> <ol style="list-style-type: none"> 1. Collecting and recover money owed to us; <p>To process insurance claims on your behalf.</p>	<p>(e) Marketing and Communications</p>	
<p>To make suggestions and recommendations to you about goods or services that may be of interest to you, including by sending reminders for preventative health care including postal reminders, emails and text messages when vaccinations, parasite control treatments or appointments are due</p> <p>To manage our relationship with you which will include:</p> <ol style="list-style-type: none"> 1. Notifying you about changes to our opening hours; 2. Notifying you about potential animal health concerns in the local area; 3. Notifying you about changes to our staffing; 4. Notifying you about changes to our terms and conditions; 	<p>(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile (f) Marketing and Communications</p>	<p>Necessary for our legitimate interests (to develop our products/services, grow our business and to provide veterinary advice in the best interests of your pet)</p>
<p>Asking you to leave a review or provide feedback about our services.</p>	<p>(a) Identity (b) Contact (c) Profile (d) Marketing and Communications</p>	<p>(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services) (a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise) (b) Necessary to comply with a legal obligation</p>
<p>To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)</p>	<p>(a) Identity (b) Contact (c) Technical (a) Identity (b) Contact (c) Profile (d) Usage</p>	
<p>To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you</p>	<p>(e) Marketing and Communications (f) Technical</p>	<p>Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy)</p>

To use data analytics to improve our website, products/services, marketing, customer relationships and experiences

We digitally record CCTV images, video and audio on our premises to assist with staff training, for the safety of pets, clients and staff and the security of our premises. These may form part of your pets clinical record.

(a) Technical

(b) Usage

(a) Identity

(b) Contact

(c) Profile

(d) Usage

Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)

Necessary for our legitimate interests (to assist with staff training, for the safety of pets, clients and staff and the security of our premises)

How long will we store your data?

We review our data retention periods for personal data on a regular basis. We will store your personal data for as long as reasonably necessary to fulfil the purposes for which that personal data was collected. We may also store relevant personal data for as long as any legal claim may be made against the practice or our colleagues and to comply with our legal and regulatory requirements including for HMRC and RCVS. This will usually be six years. We will pseudonymise or anonymise your personal data where possible and anonymised data may be used in historical statistical or clinical analysis.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements

Data security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

Disclosure of your information

We will not sell or rent your information to third parties.

We will not share your information with third parties for marketing purposes.

We may pass your information to our third-party service providers for the purposes of providing services to you (for example to have laboratory tests performed). However, when we use third party service providers, we disclose only the personal data that is necessary to deliver the service and we have a contract in place that requires them to keep your information secure and not to use it for their own direct marketing purposes. We will not release your information to third parties unless you have consented us to do so, or we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime.

Disclosure to external third parties:

Where necessary, we may share your personal data with the following external service providers:

Service providers who provide IT and system administration services

So that we can collect, process and store your personal data for the purposes set out within this privacy policy.

Laboratories and animal crematorium

So that we can arrange tests, treatments and services and obtain results on your behalf.

Insurance providers

To enable us to obtain permission to carry out investigations or treatments at your insurance company's expense and to arrange payment for the services and treatments we have provided to your pet

Banks and payment service providers

To enable us to take payment for our services and to provide refunds where required.

Credit reference and fraud prevention agencies

We may share your personal data with and obtain information about you from credit reference agencies or fraud prevention agencies.

Debt collection agencies

In some circumstances, we may engage a debt collection agency to recover debt on our behalf.

Law enforcement agencies

If we receive a request in writing from a law enforcement agency, we may be required to provide your personal data.

Links to other websites

Our website may contain links to other websites run by other organisations. We cannot be responsible for the privacy policies and practices of other sites, even if you access them using links from our website.

If you linked to our website from a third-party site, we cannot be responsible for the privacy practices of the operators of that third-party site and recommend that you check their policy.

Your rights

In certain circumstances, you have rights under data protection laws in relation to your personal data. These include the right to:

- Request access to your personal data
- Request correction of your personal data

- Request erasure of your personal data
- Object to processing of your personal data
- Request restriction of processing your personal data
- Request transfer of your personal data
- Right to withdraw consent

You can read more about these rights at:

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

If you would like to exercise any of your rights, please contact our practice manager using the details at the start of this policy and to help us deal with your request efficiently, please provide:

- Sufficient information to allow us to identify you
- Evidence of your identity and your address (for example, a copy of your driving licence or passport)
- As much information about your request including, if applicable, dates, specific documents or animal names

No fee usually required

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

Time limit to respond

We try to respond to all legitimate requests within one month. Occasionally it could take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.