

Privacy Policy **(Why we collect your personal data and what we do with it)**

We at the **Fir Tree Clinic, Pamber Road, Charter Alley, Tadley, Hants, RG26 5PZ** (“**we**” or “**our**” or “**us**”) want to make sure all the personal information we have collected about you is safe and secure whether we collect it via our website or from yourself in person. This Privacy Policy sets out our commitments to you, in compliance with the General Data Protection Regulation (GDPR) and explains how we collect, store and use your personal information.

What information do we collect about you?

We collect information about you when you book an appointment, and during your consultation. This information includes personal contact details and medical history. Website usage information is collected using cookies and Google Analytics.

How will the information be used?

We need to collect personal information about your health to provide you with the best possible treatment options. Your requesting treatment and our agreement to provide that care constitutes a contract. You can, of course, refuse to provide the information, but must understand if you were to do that we may not be able to provide the correct treatment.

We have a Legitimate Interest in collecting that information, because without it we couldn't do our job effectively and safely.

We also think it is important that we can contact you to confirm or amend your appointments with us, or to update you on matters related to your medical care. This again constitutes Legitimate Interest, but this time it is your legitimate interest.

Provided we have your consent, we may occasionally send you general health information or rehabilitation exercises. You may withdraw this consent at any time – just let us know by any convenient method. We do not do any direct marketing.

Record keeping and use of data

We have a legal obligation to retain your records for 8 years after your most recent appointment, or the age of 25 if this is longer. After this period you can ask us to delete your records should you wish.

Your records are stored on paper in filing cabinets and the buildings are always locked when unattended. Any electronic referral letters, reports or receipts are stored on a password protected computer which is regularly backed up and uses anti-virus software.

We will never share your data with anyone who does not need access without your consent. It is sometimes in your interest to share contact or medical details with other practitioners within the clinic. They are the only people who will have routine access to your data. You will be asked for prior consent before sharing your information with other practitioners within the clinic.

We want you to be absolutely confident that we are treating your personal data responsibly, and that we are doing everything we can to make sure that the only people who can access that data have a genuine need to do so.

Access to your information and correction

You have the right to request a copy of the data which is held on you. If you would like a copy of some, or all, of your personal information, please make a written Subject Access Request via email or post.

We want to make sure your personal information is accurate and up to date. You may ask us to correct or remove information you think is inaccurate. You may be asked to countersign any changes for proof of consent.

Cookies and Google Analytics

Cookies are text files placed on your computer to collect standard internet log information and visitor behaviour information. This information is used to track visitor use of the website. Google Analytics is used to compile statistical reports on website activity. This information is used to optimise the website and carry out a cost-benefit analysis of internet advertising.

Other websites

The website contains links to other websites. This privacy policy only applies to www.firtreeclinic.co.uk so when you link to other websites you should read their own privacy policy. The website is hosted by Toolkit Websites who has its own Privacy Policy.

We use Social Media to keep in touch with subscribers. This is an opt-in service. Messages sent directly to Fir Tree Clinic's Facebook page are managed by Sue Simpson and Louise Baines and not shared with any other people or organisations.

We use Worldpay to take card payments (Cat Fagg uses Sum-up). Worldpay and Sum-up have their own privacy policies. Please refer to these for further information regarding their data use..

We use the 10 to 8 Booking Software to take online bookings for appointments at the clinic. 10to8 are GDPR compliant and have their own privacy policy. Any details given when booking will be subject to their own policy, which can be found on their website.

Changes to our privacy policy

We keep the privacy policy under regular review and any updates will be displayed on www.firtreeclinic.co.uk. The policy is also available in hard copy upon request. This Privacy Policy was last updated on 22nd May 2018.

How to contact us

Of course, if you feel we are mishandling your personal data in some way, you have the right to complain. Complaints need to be sent to data controller. Here are the details you need for that:

Data Controller for GDPR Purposes: Sue Simpson
Phone: 01256 850873
Email: gdpr.ftc@btconnect.com

If you are not satisfied with our response, then you have the right to raise the matter with the Information Commissioner's Office.