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Ruislip
Middlesex
HA4 8NF
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www.ardenhousevets.co.uk

PRIVACY POLICY

This is the privacy policy of Arden House Ltd

We respect your privacy and are determined to protect your personal data. The purpose of this privacy notice is to inform you as to how we look after your personal data when you visit our website (regardless of where you visit it from). We'll also tell you about your privacy rights and how the data protection law protects you. By using the Arden House Ltd website and the services provided by any of our branches you are agreeing to be bound by this policy.

This privacy notice is provided in a layered format so you can click through to the specific areas set out below. Alternatively you can download a pdf version of the policy here [\[INSERT LINK\]](#).

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1. WHO WE ARE AND IMPORTANT INFORMATION

What is the purpose of this privacy notice?

This privacy notice aims to give you information on how we collect and process your personal data through your use of this website, including any data you may provide through this website when you sign up to our newsletter or enter a competition.

This website is not intended for children and we do not knowingly collect data relating to children. You must read this privacy notice together with any other privacy notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy notice supplements the other notices and is not intended to override them.

Data controller(s)

Arden House LTD is the controller and responsible for your personal data (collectively referred to as ["COMPANY"], "we", "us" or "our" in this privacy notice). Our contact details are 56 Pembroke Road, Ruislip Middlesex HA4 8NF. Tel 01895 633 600 or Email:

lab.results@ardenhousevets.co.uk. For all data matters contact the Data protection Officer on the above contact details.

Third-party links outside of our control

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements.

When you leave our website, we encourage you to read the privacy notice of every website you visit.

2. THE PERSONAL DATA WE COLLECT ABOUT YOU

Personal data, or personal information, means any information about an individual from which that person can be identified. You can find out more about personal data from the [Information Commissioners Office](#).

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
- **Contact Data** includes ADDRESS/EMAIL ADDRESS/ TELEPHONE NUMBERS.
- **Financial Data** includes BANK DETAILS if you sign up to our health care plan.

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 your 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.

3. HOW WE COLLECT YOUR PERSONAL DATA

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

- **Directly.** You may give us your Identity and Contact Data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:
 - Register as a client or book an appointment
 - Subscribe to our Newsletter or voluntarily complete surveys or participate in competitions
 - Sign up to our Health Care Plan

4. HOW WE USE YOUR PERSONAL DATA

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- **Performance of Contract** this means managing your account and providing you with products and healthcare services for your pet/s.

- **Legitimate Interest** this means we may send reminders by email, text or post to provide a more appropriate and better quality of service to you and your pet's healthcare needs.
- **Comply with a legal or regulatory obligation** this means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

Marketing

Promotional offers from us

We may use your Identity, Contact and Usage Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you.

If we have your **express consent** we would like to send you information about products or services of ours which may be of interest to you. If you have consented to receive marketing, you may opt out at a later date.

If you no longer wish to be contacted for marketing purposes please email:
lab.results@ardenhousevets.co.uk.

Third-party marketing

We will not share your information for marketing purposes with any third party companies. When you sign up and supply your personal details for products administered by third parties - i.e. registering a microchip (Identichip) or registering with our health care plan which is administered by Animal Health Care Ltd you must ensure you read their own privacy policies and terms of use.

Opting out

You can ask us or third parties to stop sending you marketing messages at any time. You can opt out of any Arden House Ltd marketing by emailing lab.results@ardenhousevets.co.uk. For any third party marketing as detailed above you need to follow opt out instructions on any correspondence received.

Cookies

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. For more information about the cookies we use, please see [\[LINK TO YOUR COOKIE POLICY.\]](#)

SOCIAL MEDIA

Interactions made through external social media platforms - such as the practice facebook page - are subject to the terms and conditions and privacy policies held with each social media service. Users are encouraged to use social media platforms sensibly and take due care and attention regarding their own privacy. We will never ask for sensitive information through social media and encourage all users to contact us through a primary communication channel such as telephone or email to discuss any sensitive details.

Users are advised to follow any links or URLs using their discretion as the company cannot be held liable for any damages or implications as a result of following any links.

Change of purpose

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please email lab.results@ardenhousevets.co.uk or telephone 01895 633 600 and ask to speak to the Practice Manager. If we need to use your

personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

5. WHO WE SHARE YOUR PERSONAL DATA WITH

We may have to share your personal data and/or your pet's clinical records with the parties set out below:

- External Third Party Services e.g.
 - External laboratories when it is necessary to send samples for analysis
 - Insurance companies when you request we complete a claim form or pre-authorisation
 - Referral clinics if it is necessary to refer your pet to a specialist
 - Other veterinary clinics may request your pet's records which will include your personal contact data if you choose to move veterinary practice
 - Crematorium services - if you request we arrange the cremation of your pet
 - Zoetis - We will provide your contact details and pet's vaccination due date to this company so they may send you health care reminders. They are not permitted to use your data for any other purpose or marketing.
 - Animal Health Care - We will pass on details provided by you if you sign up to our health care plan. Animal Health administer direct debit collection. They are not permitted to use your data for any other purpose or marketing.
 - Identichip - If you request we assist you in registering your pet's microchip
- Providers who supply IT services. Vetspace provide and maintain our practice management system and by default have access to our database which includes your contact details and pet's medical records. They are not permitted to use your data for any purpose - marketing or otherwise.
- HM Revenue & Customs, regulators and other authorities based IN THE UNITED KINGDOM such as the VMD (Veterinary Medicines Directorate), DEFRA and/or APHA during the completion of pet passports and/or export requests WHO REQUIRE REPORTING OF PROCESSING ACTIVITIES IN CERTAIN CIRCUMSTANCES.
- Third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy notice.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

6. 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.

7. DATA RETENTION

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements. By law we have to keep basic information about our customers (INCLUDING CONTACT, IDENTITY AND TRANSACTION DATA) FOR EIGHT YEARS AFTER YOU CEASE BEING A CUSTOMER FOR TAX PURPOSES.

In some circumstances you can ask us to delete your data: see **Your legal rights** below for further information.

In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

8. YOUR LEGAL RIGHTS

Unless subject to an exemption under the data protection laws, you have the following rights with respect to your personal data:

- The right to request a copy of the personal data which we hold about you;
- The right to request that we correct any personal data if it is found to be inaccurate or out of date;
- The right to request your personal data is erased where it is no longer necessary to retain such data;
- The right to withdraw your consent to the processing at any time, where consent was the lawful basis for processing your data;
- The right to request that we provide you with your personal data and where possible, to transmit that data directly to another data controller, (known as the right to data portability), where applicable i.e. where our processing is based on consent or is necessary for the performance of our contract with you or where we process your data by automated means);
- The right, where there is a dispute in relation to the accuracy or processing of your personal data, to request a restriction is placed on further processing;
- The right to object to our processing of personal data, where applicable i.e. where processing is based on our legitimate interests (or in performance of a task in the public interest/exercise of official authority); direct marketing or processing for the purposes of scientific/historical research and statistics).

If you wish to exercise any of the rights set out above, please email or write to us at:

Practice Manager, Arden House Animal Hospital, 56 Pembroke Road, Ruislip Middlesex HA4 8NF

No fee required – with some exceptions

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 admin fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may 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 may 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.

9. CHANGES TO THIS NOTICE AND YOUR DUTY TO INFORM US OF CHANGES

We keep our privacy policy under regular review and we will place any updates on this webpage. This privacy policy was last updated in May 2018.

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

10. HOW TO CONTACT US

Please contact us if you have any questions about our privacy policy or information we hold about you:

- By email to: lab.results@ardenhousevets.co.uk
- Or by writing to us at: Practice Manager, Arden House Animal Hospital, 56 Pembroke Road, Ruislip Middlesex HA4 8NF.