

As a medical practitioner I am firstly bound by my duty of confidentiality to my patients. These guidelines are my key principals and ensure you can trust your confidentiality. They are set out by the GMC. They are the overriding principles by which I do business. I am committed to protecting the privacy of users of the web site. This privacy policy (" Privacy Policy ") is intended to inform you how I gather, define, and use personal information collected via the web site such as your name, address, telephone number and email address (" Information "). Please take a minute to read and understand the policy. All your personal Information will be used in accordance with the general data protection regulation - GDPR (the " Act ").

If you want to know what information we collect and hold about you, please write to me at: PearsePsychiatryLtd Innovations House, 19 Staple Gardens, Winchester SO23 8SR. PearsePsychiatryLtd is the data controller of your Information for the purposes of the Act. PearsePsychiatryLtd is registered with The Information Commissioners Office, (ICO), my number is ZA123892.

Information Collection:

We may collect Information about you when you request any information about me or my services, submit your personal details and/or complete any forms on the web site.

Unfortunately, the transmission of information via the internet is not completely secure.

Whilst we will do my best to protect your personal data, we cannot ensure the security of your data transmitted to our web site. Any transmission of personal data via the web site is at your own risk.

However <https://www.pearse-psychiatryltd.co.uk/> is a fully SSL data protected website, that encrypts your data before sending it, within the enclosed contact form. The security protocols in use, conform to the highest levels of data protection in the industry.

Once we have received your information, we will use strict procedures and security features to prevent unauthorised access. We may collect and process the following data about you where I have a legitimate interest to do so:

Information that you provide by filling in forms on my web site - this includes information provided at the time of submitting your contact details or requesting further information about my services.

Use of Your Information:

The Information we collect about you may be used to:

Send you further details of my services;

Contact you in response to any general or specific enquiries made by you;

Send you information about recent developments in areas in which you have expressed an interest;

Automate certain functions on my web site;

and/or Ensure content from my web site is presented in the most effective manner for you and your computer.

Disclosing Your Information to Third Parties:

We may also disclose your Information to third parties in the following circumstances: If we am under a duty to disclose or share your personal data to comply with any legal obligation or to enforce the terms of this agreement and other agreement we may have with you or to protect my rights, property or safety. If the business is sold we would ensure that the purchasing company met all existing obligations to your data and confidentiality. You have the right to request me not to send such information or pass information to third parties for such purposes by indicating before submitting your Information whether you mind your Information being used in this way. Alternatively, you can exercise your right to do so by contacting drlaura@pearsepsychiatryltd.co.uk or by writing to me at the address at the beginning of this Privacy Policy;

Cookies:

We may use cookies to automate certain functions of the web site and to provide you with information about your account. Cookies are small pieces of information stored on your computer used to identify you including your IP address, operating system and browser type for system administration.

Cookies allow us to track those areas of the site that you have visited, while at the same time matching your address and other information so you do not have to retype them every time you visit the web site. You can modify your browser to turn off the cookie feature.

What Information do we gather?

We need to know your personal, sensitive and confidential data in order to provide you with psychiatric and mental healthcare services. As a private practice, under the General Data Protection Regulation, we will be lawfully using your information in accordance with the regulations as defined on the ICO website: <https://ico.org.uk/your-data-matters/> This Privacy Notice applies to the personal data of our patients and the data you have given us about your carers/family members.

Where we store your personal data:

The data that I collect from you will be kept within the European Economic Area (EEA).

How long will we keep your data for?

We may hold personal information for as long as it is necessary to do so, having regard to the purposes for which it was collected and the purposes for which it is to be used.

Where we receive a request to delete personal information from our systems, it is not always possible to completely delete the data due to technical constraints. We also retain a back-up archive of data where this is necessary to resolve disputes, troubleshoot problems and enforce Terms and Conditions. However, we keep this data under periodic review to ensure it is still necessary for us to retain it, in compliance with UK data protection law.

Your rights:

Our web site may from time to time contain links to and from third party web sites. If you follow a link to their web sites, please note that these web sites have their own privacy

policies and will be subject to separate terms and conditions and I do not accept any responsibility or liability for these sites. Please check the relevant privacy policies before you submit any personal data to these web sites.

Objections / Complaints:

Should you have any concerns about how your information is managed at the Practice, please contact the Data Protection Officer as above. If you are still unhappy following a review by the Practice, you have a right to lodge a complaint with a supervisory authority: You have a right to complain to the UK supervisory Authority as below.

Information Commissioner: <https://ico.org.uk/global/contact-us/>