



Soles and Toes Foot Clinic - Privacy Policy

Who we are

We are Soles and Toes Foot Clinic. We collect and use information shared with us when you attend an appointment at our clinic, contact us or otherwise use our services.

Information We Collect

When making a booking or attending an appointment at the clinic and to aid with treatment information such as name, email address, postal address and medical information will be collected by us. We will store this information on a secure electronic patient record and diary system. This System is password protected with 2-Factor authentication and compliant with data protection policies.

Why We Need Your Information and How We Use It

We will collect personal data:

- where it is necessary for the provision of podiatry treatments, assessments and to provide patient's support;
- when you have provided your consent, which you may revoke at any time, such as by signing up for a mailing list;
- to communicate information relating to your appointment, such as email confirmation/reminders or use of SMS reminders
- to comply with a legal obligation or court order or in connection with a legal claim.

Marketing

From time to time we may wish to send you direct marketing material, which may include product offers and newsletters. Existing patients can opt out of this by unsubscribing from any email mailing lists. New clients will be asked how they would like to be contacted when attending for their first appointment. This policy does not include relevant emails/SMS relating to your appointments or ongoing care, as these are part of our business systems.

Information Sharing and Disclosure

Information about our patients is important and key to our business. On very limited instances we share your personal data and these are listed below:

- **Medical professionals.** With your consent, we will share information with medical professionals such as your GP or consultant to allow continuity of care.
- **Service providers.** We engage trusted third parties to perform functions and provide services to the business. We will share your personal information with these third parties, but only to the extent necessary to perform these services.



Data Retention

Soles and Toes Foot Clinic will retain your personal information for only for as long as necessary to provide our patient's with the required care and as described in this Privacy Policy. However, we may also be required to retain this information for a number of years (which can vary depending upon the person's age and circumstance but will be for a minimum of 7 years from the last appointment to comply with our legal and regulatory obligations.

Patient's Rights

To comply with the General Data Protection Regulations (GDPR) 2018, you have a number of rights in relation to your personal information. Your rights are described below:

- the right of access to a copy of the data
- the right to object to data being used for direct marketing
- the right to Change, restrict, delete. In the case of health records these are normally exempt from change and deletion requests.
- The right to complain with the Information Commissioner www.ico.org.uk

How to Contact Us

For purposes of the GDPR, Soles and Toes Foot Clinic is the data controller of your personal information. If you have any questions or concerns, you may contact us using the Contact Us section on our website at <https://www.solesandtoes.co.uk/clinic> or alternatively you could write to us at the following address:

Sole and Toes Foot Clinic
Unit 57, Basepoint Business Centres
Andersons Road, Southampton
SO14 5FE

Privacy Policy Updates

This Privacy Policy was last updated on 31st May 2018.

This Privacy Policy may be updated from time to time, so you may want to check it each time you provide personal data to us.