

## Data Protection and Privacy Policy

The following statement outlines how Reflexions Veterinary Physiotherapy collects, uses, stores and protects any personal data volunteered by yourself personally, or during use of this website.

By utilising our website or services, you agree to this policy.

### **What is personal data?**

Personal data is information that can be related to an individual person. This may include an individual's name, age, date of birth, gender, address and contact details.

However, this does not include data regarding an animal.

### **What data is collected?**

Only essential data is collected. This can include:

- Personal information such as name, address, phone number, email address.
- Animal details: such as name, insurance details and medical details – both from yourself and your veterinary surgeon.
- During appointments, data relating to assessments and findings will be collected; including photographs and video footage.
- Details of the registered veterinary surgeon such as name, address, phone number, email address.

### **How is this data collected?**

Data will be collected either verbally, electronically (either via email or other forms of messaging) or in written form (for example, via the owner and veterinary consent forms).

### **How is this data used?**

- To identify the animal to be treated to the veterinary surgeon.
- To provide regular assessment, findings and progress reports to the veterinary surgeon.
- To register yourself and your animal as a client, or update your details when required.
- To contact you regarding your animal, appointments and any changes to our services.
- To respond to any queries.
- To provide a thorough veterinary physiotherapy service.
- In order to enable me to keep detailed records about your animal(s) and their treatment as required by my insurance.

- To maintain the standards of practice specified by my professional registers and organisations; the National Association of Veterinary Physiotherapists (NAVP) and the Animal Health Professions' Register (AHPR).
- To share any basic case details, images and videos on social media.
- Your data will never be sold, distributed or lease your personal information to third parties.

## How is data stored?

All personal data will be stored securely.

- All electronic data will be kept in a password protected folder on a password protected device.
- Electronic data will be backed up securely to prevent any loss.
- Any paper-based data will be kept in a locked filing cabinet.

## Data Retention

- All records shall be kept for 7 years following the last occasion on which treatment was given.

## What are your rights relating to your data?

- Your right to access; you have the right to ask us for copies of your personal information.
- Your right to rectification; you have the right to ask us to rectify any information you believe to be inaccurate, or complete any information you believe to be incomplete.
- Your right to have your data deleted in certain circumstances.
- Your right to limit how your data is used.
- Your right to data portability; you have the right to ask us to transfer your data to another organisation or yourself.
- Your right to object to processing in certain circumstances; for example, if the data is being used public interest, research or for direct marketing purposes.

For further information, please visit <https://ico.org.uk>.

## Website Cookies

Small amounts of data are collected when you visit the website; which is voluntarily accepted upon entering the website. The data collected may be used for analysis relating to usage, preferences and activity on the website.

For further information on our data protection and privacy policies, please contact Hannah Gill – 07766 233718 or [reflexionsvetphysio@gmail.com](mailto:reflexionsvetphysio@gmail.com).