

## **GDPR**

This Privacy Policy describes how and when we collect, use, and share information when you attend an appointment at Podology. Purchase a product from us, contact us, or otherwise use our podiatry and beauty services. This is to comply with the General Data Protection Regulations (GDPR) 2018.

### **Information We Collect**

To aid your treatment or as part of purchasing something from the business you will normally provide us with certain information, such as your name, email address, postal address, medical information and payment information. We will store your information on an electronic patient record and diary system which is fully password protected.

### **Why We Need Your Information and How We Use It**

We rely on a number of legal bases to collect, use, and share your information, including:

- where it is necessary for the purposes of the provision of health care as needed to provide our services, such as when we use your information to fulfil your podiatry assessment and treatment, beauty treatment or to provide customer support;
- when you have provided your affirmative consent, which you may revoke at any time, such as by signing up for my mailing list;
- if necessary to comply with a legal obligation or court order or in connection with a legal claim, such as retaining information about your purchases if required by tax law;

### **Information Sharing and Disclosure**

Information about our patients/customers is important to the business. We share your personal information for very limited reasons and in limited circumstances, as follows:

- Medical professionals. With your consent we will share information with medical professionals such as your GP or consultant to allow continuity of care.
- Business transfers. If the business is sold or is merged, we may disclose your information as part of that transaction, only to the extent permitted by law and with your consent.
- Compliance with laws. We may collect, use, retain, and share your information if we are legally required to.

### **Data Retention**

We retain your personal information only for as long as necessary to provide you with our services and as described in this Privacy Policy. However, we may also be required to retain this information to comply with legal and regulatory obligations, to resolve disputes, and to enforce agreements. The retention of podiatry records is normally a minimum of 8 years, after the last appointment. For customers who are not patients but may have bought products from the business we will keep any data you may have provided for a minimum of 6 years in line with tax legislation.

## Marketing

Please be aware that by using this website, adding your contact details you will be added to our mailing list and receive, appointment reminders, marketing information which may include product offers and newsletters. If you do not wish to receive any information, please contact us on [reception@podology.info](mailto:reception@podology.info) or write to the address below.

## Your Rights

You have a number of rights in relation to your personal information. While some of these rights apply generally, certain rights apply only in certain limited cases. We describe these rights below:

- Access. You have the right to access and receive a copy of the personal information we hold about you by contacting us using the contact information below.
- Change, restrict, delete. You may also have rights to change, restrict our use of, or delete your personal information. In the case of health records these are normally exempt from change and deletion requests.
- Object. You can object to our (i) processing of some of your information based on our legitimate interests and (ii) receiving marketing messages from us after providing your express consent to receive them. In such cases, we will delete your personal information unless we have compelling and legitimate grounds to continue using that information or if it is needed for legal reasons.
- Complain. If you wish to raise a concern about our use of your information (and without prejudice to any other rights you may have), you have the right to do so with the Information Commissioner [www.ico.org.uk](http://www.ico.org.uk)

## How to Contact Us

For purposes of the GDPR, I, Laura Dicken am the data controller of your personal information. If you have any questions or concerns, you may contact me [accounts@podology.info](mailto:accounts@podology.info) . Alternately, you may mail me at:

Podology, 37 Milton Street, Saltburn Cleveland TS12 1DN Tel: 01287 622280