

# Privacy Notice

When you register with the Practice, request treatment for your animal, contact the practice by email, telephone or in writing we will collect and process personal information about you.

We understand the importance of looking after the Personal Information that you provide and this notice ("Privacy Notice") sets out what Personal Information we collect, why we need to collect it, how we will use it and how long we will store it for.

## How we will use your Personal Information

We will process your Personal Information insofar as it is necessary for the performance of our contract with you to provide veterinary services. This will involve using your Personal Information to provide you with our products and services and to send you information related to the services we provide to you including appointment and vaccination reminders ("Service Communications"). You can choose how you would like to receive these communications by email or SMS. Please talk to one of our members of staff if you would like to change how you receive Service Communications.

What personal information do we collect?	Why do we collect it?
Name	So that we can identify you and personalise our communication with you.
Address	So that we can identify you, register your animal with our practice, send reminders, correspondence, and information about our services directly to you and to send information about local animal health issues.
Mobile number	So that we can contact you about your animal, send reminders about your appointments, vaccinations, and correspondence
Telephone number	So that we can contact you about your animal.
Location information (such as postcode)	So that we can inform you about any animal health concerns that we are aware of in your area.
Bank, credit or debit card details	So that we can receive payment for the services we provide if applicable.
Insurance policy number	So that we can communicate with your animal insurance provider if applicable.

Please remember to let us know if any of the above information changes as soon as possible so that we have up to date records.

## Marketing

In addition to our contractual services, we would like to process your Personal Information with your consent to send you information about other products and services available from the Practice. You will be asked for your consent when you register with the Practice and we will refresh your consent on a regular basis. You can change your mind at any time and unsubscribe or subscribe by telling us.

## Data retention

We will keep your Personal Information for as long as you are a client of our Practice and thereafter for as long as any legal claim may be made against the Practice and for as long as is required to comply with our legal and regulatory requirements including to the HMRC and RCVS.

### **Sharing your information**

We are required to share your Personal Information in certain circumstances to ensure that we are able to provide you with services, obtain payment or correspond with your insurance provider. In each case we will only share the data necessary for the purpose and it will only be in relation to the specified purpose. Each third party is required to have in place comparable data security measures and to be fully compliant with the terms of the General Data Protection Regulations.

### **Who do we share information with?**

Referral practices, laboratories and animal crematoriums, your insurer, banks and payment service providers, fraud prevention agencies, debt collection agencies, law enforcement.

### **What information do we share?**

Your name, addresses, email address, phone number, Insurance Policy Number, animal details.

When we refer an animal to a referral hospital or specialist, we need to share relevant information to arrange appointments, tests, treatments and services.

When we communicate with your insurance company we share your information, so that we can obtain permission to perform certain investigations and treatments at their expense. To arrange payment for investigations and treatments provided.

We may share your personal information with fraud prevention agencies.

If you fall behind with payments for the services we provide, we may engage a debt collection agency to recover the debt on our behalf.

We communicate with you so that we can send you reminders, administrative information relating to the way we provide services to you, information about animal health issues relevant to you and marketing communications if you have consented to receiving them.

If you move practice we send your information, with your consent, to the new Practice that you are using.

### **Keeping your data secure**

We recognise the importance of keeping your personal data safe and we have in place security measures and policies to prevent personal data from being lost, used or accessed without our permission. We limit access to your Personal Information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

### **Your rights**

The General Data Protection Regulation grants all data subjects the following rights without charge. These include the right to:

- fair processing of information and transparency over how we use your use Personal Information
- access your Personal Information and to certain other supplementary information that this Privacy notice is already designed to address
- require us to correct any mistakes in your information which we hold
- require the erasure of Personal Information concerning you in certain situations
- receive the Personal Information concerning you which you have provided to us, in a structured, commonly used and machine-readable format and have the right to transmit those data to a third party in certain situations
- object at any time to processing of Personal Information concerning you for direct marketing

For further information on each of those rights, including the circumstances in which they apply, see the Guidance from the UK Information Commissioner's Office (ICO) on individuals' rights under the General Data Protection Regulation.

If you would like to exercise any of your rights, please contact the practice manager at your Practice. In order for us to deal with your request efficiently, please provide:

- Sufficient information to allow us to identify you;
- evidence of your identity and your address (for example, a copy of your driving licence or passport)
- as much information about your request including, if applicable, dates, specific documents or animal names.

We will keep our privacy policy under regular review and we publish any updates on our website.

This privacy policy was last updated on 26<sup>th</sup> November 2024.

Please contact us if you have any questions about our privacy policy or the information we hold about you by email [office@rwequinevet.co.uk](mailto:office@rwequinevet.co.uk)

Or write to us at RW Equine Vet. Egmont Farm, Coppards Lane, Northiam, TN31 6QS

## **WEBSITE PRIVACY POLICY**

This Policy applies between you, the User of this Website and RW Equine Vet, the owner and provider of this Website. This Policy applies to our use of any and all Data collected by us in relation to your use of the Website.

### **1. Definitions and Interpretation**

In this Policy the following terms shall have the following meanings:

#### **Data**

Means collectively all information that you submit to the RW Equine Vet, via the Website. This definition shall, where applicable, incorporate the definitions provided in the Data Protection Act 1998;

### **Cookie**

Means a small text file placed on your computer by this Website when you visit certain parts of the Website and/or when you use certain features of the Website. Details of the cookies used by this Website are set out in Clause 12;

### **RW Equine Vet,**

Means RW Equine Vet, Egmont Farm, Coppards Lane, Northiam, East Sussex, TN31 6QS.

### **UK and EU Cookie Law**

Means the Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended by the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011;

### **User**

Means any third party that accesses the Website and is not employed by us and acting in the course of their employment;

### **Website**

Means the website that you are currently using ([www.rwequinevet.co.uk](http://www.rwequinevet.co.uk)) and any sub-domains of this site unless expressly excluded by their own terms and conditions.

## **2. Scope of this Policy**

This Policy applies only to the actions of RW Equine Vet, and Users with respect to this Website. It does not extend to any websites that can be accessed from this Website including, but not limited to, any links we may provide to social media websites.

## **3. Data Collected**

Without limitation, any of the following Data may be collected by this Website from time to time:

- 3.1 name;
- 3.2 date of birth;
- 3.3 gender;
- 3.4 job title;
- 3.5 profession;
- 3.6 contact information such as email addresses and telephone numbers;
- 3.7 demographic information such as post code, preferences and interests;
- 3.8 financial information such as credit / debit card numbers;
- 3.9 IP address (automatically collected);
- 3.10 web browser type and version (automatically collected);
- 3.11 operating system (automatically collected);

## **4. Our Use of Data**

4.1 Any personal Data you submit will be retained RW Equine Vet, for duration of the time you are our client. If you are no longer our client we are obliged to keep your clinical records for 7

years and your contact details for 12 months.

4.2 Unless we are obliged or permitted by law to do so, and subject to Clause 5, your Data will not be disclosed to third parties.

4.3 All personal Data is stored securely in accordance with the principles of the Data Protection Act 1998. For more details on security see Clause 11 below.

4.4 Any or all of the above Data may be required by us from time to time in order to provide you with the best possible service and experience when using our Website. Specifically, Data may be used by us for the following reasons:

4.4.1 internal record keeping;

4.4.2 improvement of our products / services;

4.4.3 transmission by email of promotional materials that may be of interest to you;

4.4.4 contact for market research purposes which may be done using email, telephone or mail. Such information may be used to customise or update the Website.

## **5. Third Party Websites and Services**

5.1 RW Equine Vet, may, from time to time, employ the services of other parties for dealing with matters that may include, but are not limited to, payment processing, delivery of purchased items, search engine facilities, advertising and marketing. The providers of such services do not have access to certain personal Data provided by Users of this Website.

5.2 Any Data used by such parties is used only to the extent required by them to perform the services that RW Equine Vet, requests. Any use for other purposes is strictly prohibited. Furthermore, any Data that is processed by third parties shall be processed within the terms of this Policy and in accordance with the Data Protection Act 1998.

## **6. Links to Other Websites**

This Website may, from time to time, provide links to other websites. RW Equine Vet, has no control over such websites and is in no way responsible for the content thereof. This Policy does not extend to your use of such websites. Users are advised to read the privacy policy or statement of other websites prior to using them.

## **7. Changes of Business Ownership and Control**

7.1 RW Equine Vet may, from time to time, expand or reduce our business and this may involve the sale and/or the transfer of control of all or part of RW Equine Vet. Data provided by Users will, where it is relevant to any part of our business so transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Policy, be permitted to use the Data for the purposes for which it was originally supplied to us.

7.2 In the event that any Data submitted by Users is to be transferred in such a manner, you will be contacted in advance and informed of the changes. When contacted you will not be given the choice to have your Data deleted or withheld from the new owner or controller.

## **8. Controlling Use of Your Data**

8.1 Wherever you are required to submit Data, you will be given options to restrict our use of that Data. This may include the following:

8.1.1 use of Data for direct marketing purposes; and

8.1.2 sharing Data with third parties.

## **9. Your Right to Withhold Information**

9.1 You may access certain areas of the Website without providing any Data at all. However, to use all features and functions available on the Website you may be required to submit certain Data.

9.2 You may restrict your internet browser's use of Cookies. For more information see Clause 12.

## **10. Accessing your own Data**

You have the right to ask for a copy of any of your personal Data held by RW Equine Vet (where such data is held) on payment of a small fee which will not exceed £25.

## **11. Security**

11.1 Data security is of great importance to RW Equine Vet and to protect your Data we have put in place suitable physical, electronic and managerial procedures to safeguard and secure Data collected via this Website.

## **12. Cookies**

12.1 This Website may place and access certain first party Cookies on your computer. First party cookies are those placed directly by RW Equine Vet via this Website and are used only by RW Equine Vet. RW Equine Vet uses Cookies to improve your experience of using the Website and to improve our range of services. RW Equine Vet has carefully chosen these Cookies and has taken steps to ensure that your privacy is protected and respected at all times.

12.2 By using this Website you may receive certain third-party Cookies on your computer. Third party cookies are those placed by websites and/or parties other than RW Equine Vet. All Cookies used by this Website are used in accordance with current UK and EU Cookie Law.

12.3 Certain features of the Website depend upon Cookies to function. UK and EU Cookie Law deems these Cookies to be "strictly necessary".

12.4 This Website uses analytics services provided by Google. Website analytics refers to a set of tools used to collect and analyse usage statistics, enabling us to better understand how Users use the Website. This, in turn, enables us to improve the Website and these services offered through it. You do not have to allow us to use these Cookies, however whilst our use of them does not pose any risk to your privacy or your safe use of the Website, it does enable us to continually improve our business.

12.5 The analytics services used by this Website use Cookies to gather the required information. Certain of these Cookies may be placed immediately when you decide to visit the Website and it may not be possible to obtain your prior consent. You may remove these Cookies and prevent future use of them by removing from your browser.

12.6 You can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all cookies or only third party cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser.

12.7 You can choose to delete Cookies at any time however you may lose any information that enables you to access the Website more quickly and efficiently including, but not limited to, personalisation settings.

12.8 It is recommended that you ensure that your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your internet browser if you are unsure about adjusting your privacy settings.

## **13. Changes to this Policy**

RW Equine Vet reserves the right to change this Policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Website and you are deemed to have accepted the terms of the Policy on your first use of the Website following the alterations.