

PATIENT PRIVACY NOTICE

When you supply your personal details to this clinic, they are stored and processed for 4 reasons (The words in **bold** are the relevant terms used in the General Data Protection Regulation - i.e. the law)

1. We need to collect personal information about your health in order to provide you with the best possible treatment. Your requesting treatment and our agreement to provide that care constitutes a **contract**. You can, of course, refuse to provide the information, but if you were to do that we would not be able to provide treatment.
2. We have a “**Legitimate Interest**” in collecting that information, because without it we couldn’t do our job effectively and safely.
3. We also think that it is important that we can contact you in order to confirm your appointments with us or to update you on matters related to your medical care. This again constitutes “**Legitimate Interest**”, but this time it is your legitimate interest.
4. Provided we have your **consent**, we may occasionally send you general health information and/or offers in the form of articles, advice or newsletters. You may withdraw this consent at any time – just let us know by any convenient method.

We have a **legal obligation** to retain your records for 8 years after your most recent appointment (or age 25, if this is longer), but after this period you can ask us to delete your records if you wish. Otherwise, we will retain your records indefinitely in order that we can provide you with the best possible care should you need to see us at some future date.

Your records are stored:

- On paper and/or CD/DVD media - in locked filing cabinets.
- Electronically - in our clinic management system, on clinic computers and secure network devices, all of which are password-protected and backed up regularly. Your records can also be accessed from our secure online booking system, which is part of our clinic management system.
- As images - CCTV/X-ray - referred to the clinic, or captured during your visit.
- Electronically - ‘in the cloud’, where:
 - We’ve communicated by email, or text message (SMS).
 - You’ve contacted us via our website, or a social networking site.
 - You’ve been provided with a ‘WebExercises’ programme.

Our service providers use secure, password-protected systems and have assured us that they are fully compliant with the General Data Protection Regulation.

We do not use any system, which uses automated decision making or profiling in respect of your personal data. Our clinic is always locked and alarmed out of working hours.

We will never share your data with anyone who does not need access without your written consent. Only the following people/agencies will have routine access to your data:

- Your practitioner(s) in order that they can provide you with treatment.
- Our reception staff, because they organise our practitioners' diaries, coordinate appointments/reminders and perform administrative tasks to assist our practitioners. E.g. send a letter to your GP.
- Service providers, who:
 - Develop and support the clinic management system, which stores our patients' contact and medical records.
 - Host our websites and email e.g. your name and email address is stored when you get in touch via the website contact forms.
 - Provide 'address lookup', or 'text messaging' services.
- Other companies, such as our accountants, may see your contact details as part of our accounting records - e.g. an insurance claim with a name and appointment date - but would not have access to any medical notes.
- Campaign Monitor for email campaigns, so your personal details may be saved on their server if you've consented to us contacting you in this way.

From time to time, we may have to employ consultants to perform tasks, which might give them access to your personal data (but not your medical notes). We will ensure that they are fully aware that they must treat that information as confidential, and we will ensure that they sign a non-disclosure agreement.

You have the right to see what personal data of yours we hold, and you can also ask us to correct any factual errors. Provided the legal minimum period has elapsed, you can also ask us to erase your records.

We want you to be absolutely confident that we are treating your personal data responsibly, and that we are doing everything we can, to make sure that the only people who can access that data have a genuine need to do so.

Of course, if you feel that we are mishandling your personal data in some way, you have the right to complain. Complaints need to be sent to the "Data Controller" - contact details are below:

Chirozone Ltd t/a Leighton Buzzard Chiropractic Clinic
01525 853002
email@chirozone.co.uk
3 Enterprise Court, Enterprise Way
Leighton Buzzard, LU7 4SZ

If you are not satisfied with our response, then you have the right to raise the matter with the Information Commissioner's Office.