

Milnrow Village Vets Privacy Policy

PURPOSE

Trust is a vital part of our relationship with our customers. You trust Milnrow Village Vets to provide your pet with the best possible care and this Privacy Policy explains why you can also trust us to protect your information.

WHAT DATA DO WE COLLECT?

Milnrow Village Vets will collect and store the following information:

- Your name, address and contact details.
- Records about billing and payment.
- Any correspondence you've had with the practice including:
 - Records of face-to-face conversations with staff.
 - \circ $\;$ Records of email communication with the practice.
 - Records of telephone calls with the practice.
- Information about how you navigate and use our website.

HOW DO WE COLLECT THIS DATA?

Milnrow Village Vets offers a wide range of services to ensure that your pet has access to the most sophisticated healthcare treatments available and we want you to understand the types of information that we collect as you use these services.

When you register with our Practice, we collect your contact information (including name, address, email and telephone numbers) and use it to keep in touch with you. If you are a licensed breeder then we will also collect and store your Breeder License number.

As our relationship with you and your pet develops we may ask for some of your health details if this is relevant to your pet's veterinary care (for example, if you are likely to require frequent home visits by a member of our staff due to difficulties leaving the house).

Our website contains useful information and tips about caring for your pets and it is used by clients and many other pet owners who aren't yet registered with Milnrow Village Vets. We do collect information about the way you use our website and some information about how visitors are connecting to the site; this includes the operating systems and browser that is used to view the site and the IP address you are connecting from (i.e. your location).

WHY DO WE COLLECT THIS DATA?

The information that we collect allows us to inform you about the services that are relevant to you and to provide you with important health information about your pet. It also helps us improve as a practice, as we can monitor the quality and effectiveness of the services offered to you.

If you have given us permission, we will also use the information we hold about you to tell you about products and services that we think might be of interest to you.

We sometimes run events in our practices. This sometimes entails the production of photographic, video or audio material. If this media contains images of you, we will only make use of it if we have obtained and recorded your consent. Should any media contain images of children, we will only use it with the consent of the child's parent or guardian.

We may also use CCTV and phone call recording in our practice for training and monitoring purposes.

YOUR PRIVACY CONTROLS

It is important that you are comfortable with the way that we are using your data; you can tell us at any time if you'd like to make any changes to this.

You have the right to:

- Withdraw consent to the processing of your data.
- Access the data.
- Rectify or delete any data that we hold.
- Data portability.
- Restrict the processing of your data.

Please speak to a member of staff if you wish to discuss the data we hold on file for you and the access rights to this information.

Should you still not be satisfied after speaking to a member of our team, you are entitled to discuss the matter with a supervisory authority or lodge a complaint with the Information Commissioner's Office (ICO).

SHARING YOUR DATA

Milnrow Village Vets will not share your information with other companies, individuals or organisations unless:

- It is necessary for the diagnosis or treatment of your pet (e.g. referral companies or laboratories).
- It is part of a service that you've asked us to provide such as a health plan, financing or submitting insurance claims.
- You have given us consent to do so.
- We have an identified legitimate interest to do so.
- We are legally required to do so.

In some very specific situations, we may transfer some of your data abroad. If we do transfer any of your data outside of the European Union, we will make sure that it is kept secure. We hold the companies we work with to the EU contract clauses standards.

KEEPING YOUR DATA SECURE

We know how important your privacy and the security of your personal information are to you and we have taken every reasonable effort to make sure that it is safe with us. We comply with all relevant legislation and we meet the standards set by the RCVS.

We use technologies including encryption, pseudonymisation and anonymization to keep your data safe and secure.

Our data retention policies are set up to ensure that we do not keep your data for longer than is absolutely necessary. We will hold all necessary data throughout the duration of your registration with us. If you cease to be registered with us, your data will continue to be held on file for a further 60 months, at which point it will then be deleted from our systems.

Milnrow Village Vets stores its data on servers located in The Republic of Ireland.

TALKING TO US ABOUT YOUR DATA

You can ask to access, modify or delete your data held by Milnrow Village Vets and you can also ask us any question regarding the data that we store about you.

For all data enquiries, please speak to a member of staff in practice, call us on 01706 404002 or email us at info@milnrowvillagevets.co.uk.

Alternatively, you can send us your enquiry by post:

Milnrow Village Vets 44-48 Newhey Road Milnrow Rochdale OL16 4EG

Registered office The Copper Rooms, Deva City Office Park Trinity Way Manchester M3 7BG Company Registration Number 14537869

This Privacy Notice was last updated on 1st April 2023.

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