

SHERWOOD VETERINARY SERVICES LTD



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Data Privacy Policy (updated 07/04/2020)

This data policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. We comply with the requirements of the General Data Protection Regulation (GDPR). Your privacy is taken very seriously and we are dedicated to handling your information in a secure, responsible and transparent manner.

What data we collect

When you register with us, we will store your title, name, address, any phone numbers and email addresses you give us on our practice management system. This essential information will be used to provide you with our veterinary services.

With your opt-in consent, we may also send you practice information, reminders, offers, invitations and newsletters by email and/or SMS text message. You can opt out of receiving these electronic communications at any point, just let us know.

How we use your data

Your personal data will be used to make appointments, register and update your animal(s) records, contact you about your animal or your account and/or in response to any communications from you. It may also be used for reasons outlined in the "Sharing Your Data" section of this Privacy Policy.

Sharing your data

We will not sell or unnecessarily share your personal data. However, as a veterinary practice, there are a number of third parties who we may share your details with for the following legitimate or lawful reasons:

- Out of hours practices, referral practices or other veterinary practices, who, with your consent, we may share your animal's history to enable ongoing care
- Insurance companies, in order for us to help you process insurance claims
- Identichip companies, to register or check on your animal's identichip details
- Virbac Animal Health, with your consent to enable us to send reminders and information for managing your animal's diet and receiving "buy x get one free" offers
- Bayer Animal Health, for receiving free of charge Advocate for your puppy or kitten
- MSD animal health, to enable vaccination reminders to be sent to you.
- The Cats Protection League (C.P.L) and other animal charities, to enable processing of vouchers
- The Department of Environment Food and Rural Affairs and Animal and Plant Health Agency, to enable us to complete Pet passports and export certificates for your pet in compliance with current legislation and regulations or to report a Notifiable disease
- The Veterinary Medicines Directorate (V.M.D.), to enable us to request/complete Special Treatment Certificate(s) and for adverse reaction reporting
- The British Veterinary Association (B.V.A.) in relation to canine hip / elbow health schemes
- The Royal College of Veterinary Surgeons (R.C.V.S.) or Veterinary Defence Society (V.D.S) regarding matters related to the care of your pet
- The Health and Safety Executive (H.S.E.) to report an Injury, disease or dangerous occurrence (RIDDOR)
- A debt collection agency, solicitor, and H.M. Courts and Tribunals Service in relation to the recovery of outstanding debt

In addition, we may share your data with a third party for the following reasons:

- To comply with our legal obligations, including where necessary to abide by law, regulation or contract, or to respond to a court order, administrative or judicial process
- In response to lawful requests by public authorities (including for national security or law enforcement purposes)
- As necessary to establish, exercise or defend against potential, threatened or actual litigation
- Where necessary to protect the vital interests of our employees or another person
- In connection with the sale, assignment or other transfer of all or part of our business
- With your freely given and explicit consent

Where we do share your data, we will endeavour to ensure your data is treated in the manner outlined by this notice, and we will only ever do so on a “need to know basis” and in accordance with applicable data protection and data privacy laws.

Where your Data is Stored

Your data may be stored on our practice management system and computers, on back-ups of said system, on our private email platform (Google servers), on our electronic mailing list (if you have consented) and in hard copy at one or both of our surgeries.

Data Retention

- We are required to keep your data for legal purposes for a minimum of six years, however for many reasons including the longevity of animal’s lives and the possible requirement for your animals early history, your data held on the practice management system is not likely not be accessed after this time but may be retained
- If you consent to being on our marketing mailing list, your data will be held here until you opt out of receiving it or it becomes clear the emails are not being received by you.

Our Website

Our website does not currently use any cookies or tracking pixels which collect or use your personal data. Should this change in the future, you will be notified and asked to consent when you arrive at our website.

Information you fill in on online forms (eg registration) will be treated as per the data privacy policy outlined above.

Even though our website seeks to provide quality, safe and relevant external links, users ought to apply a policy of caution before following any external web links. Such links are followed at the user’s own risk. The website owners can neither guarantee nor verify the contents of any externally linked website despite their very best efforts. Sherwood Veterinary Service Ltd cannot be held liable for any damages or implications as a result of visiting any external links mentioned.

Social Media

Interactions made through external social media services such as Facebook are subject to the terms and conditions as well as the privacy policies held with each social media service. Users are encouraged to use social media platforms sensibly and with due care and attention in respect of their own privacy and personal details. Personal communication should be made with us through more private means, eg telephone or email.

Reviews

We love it when you leave us nice reviews! We reserve the right to publish these reviews in our newsletter or on other promotional material. We will only publish your first name.

Photos of Your Animals

We often like to post photos of your animal on our website, waiting room display or on social media and may show your animal's name. We will ask you for your consent before doing this. If you have consented and you change your mind, please let us know and we will take them down. We also may take photos of your animal for clinical reasons, eg to discuss a case with a colleague or to document progress of a medical condition.

Your Rights

You may exercise the rights available to you under data protection law as follows:

- The right to be informed
- The right of access
- The right to rectification
- The right to erasure
- The right to restrict processing
- The right to data portability
- The right to object
- Rights in relation to automated decision making and profiling

Please let us know by contacting us at the above address should you wish us to change, delete, or let us know what data we hold for you or how we process it.

Please remember that in order to be able to offer you veterinary services as a client we need your name, address and phone number as a minimum requirement.

Issues and complaints

We try to meet the highest standards when collecting and using personal information. For this reason, we take any complaints we receive about this very seriously. We encourage people to bring it to our attention if they think that our collection or use of information is unfair, misleading or inappropriate.

We would also welcome any suggestions for improving our procedures.

This notice was drafted with clarity in mind. It does not provide exhaustive detail of all aspects of our collection and use of personal information. However, we are happy to provide any additional information or explanation needed.

Please do let us know if you have any issue with how we have collected or handled your personal data.