
PRIVACY POLICY

BACKGROUND:

Church Road Veterinary Centre Limited understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of all of our clients and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

1. Information About Us

Church Road Veterinary Centre is a Limited company registered in England under company number 14023194.

Registered address: Unit 30 / The Willows, Ground Floor, The Steadings Business Centre, Church Road, Maisemore, Gloucester GL2 8EY.

Email address: info@churchroadvets.co.uk

Telephone number: 01452941630

Postal address: Unit 30 / The Willows, Ground Floor, The Steadings Business Centre, Church Road, Maisemore, Gloucester GL2 8EY. We are regulated by the Information Commissioner's Office (ICO).

2. What Does This Notice Cover?

This Privacy Information explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

3. What Is Personal Data?

Personal data is defined by the UK GDPR and the Data Protection Act 2018 (collectively, "the Data Protection Legislation") as 'any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier'.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers. The personal data that we use is set out in Part 5, below.

4. What Are My Rights?

Under the Data Protection Legislation, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Notice should tell you everything you need to know,

but you can always contact us to find out more or to ask any questions using the details in Part 11.

- b) The right to access the personal data we hold about you. Part 10 will tell you how to do this.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in Part 11 to find out more.
- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we hold. Please contact us using the details in Part 11 to find out more.
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to withdraw consent. This means that, if we are relying on your consent as the legal basis for using your personal data, you are free to withdraw that consent at any time.
- h) The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.
- i) Rights relating to automated decision-making and profiling. Part 6 explains more about how we use your personal data.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 11.

It is important that your personal data is kept accurate and up-to-date. If any of the personal data we hold about you changes, please keep us informed as long as we have that data.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office. We would welcome the opportunity to resolve your concerns ourselves, however, so please contact us first, using the details in Part 11.

5. **What Personal Data Do You Collect and How?**

We may collect and hold some or all of the personal and non-personal data set out in the table below, using the methods also set out in the table.

Data Collected	How We Collect the Data
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Identity Information including name, title, date of birth.	Via contact forms on our website (www.churchroadvets.co.uk); via pet registration and appointment booking links on our website; through communication with yourself in person, on the phone, or email.
Contact information including address, email, telephone numbers.	Via contact forms on our website (www.churchroadvets.co.uk); via pet registration and appointment booking links on our website, through communication with yourself in person, on the phone, or email.
Financial information including bank and card details and insurance information	Via contact forms on our website (www.churchroadvets.co.uk); via pet registration and appointment booking links on our website; through communication with yourself in person, on the phone, or email.
Data from third parties including identity, contact and financial information as detailed above.	Via contact forms on our website (www.churchroadvets.co.uk); via pet registration and appointment booking links on our website; through communication with yourself in person, on the phone, or email.

6. How Do You Use My Personal Data?

Under the Data Protection Legislation, we must always have a lawful basis for using personal data. Our lawful bases include:

- To allow us to communicate with you
- To serve our legitimate business interests, such as sending reminders for vaccinations, health checks, parasite control and to process payments
- To allow us to create a form of contract with you to provide services
- Where we have consent from you to do so, such as for marketing purposes
- Personalising and tailoring our products and services for you

With your permission and/or where permitted by law, we may also use your personal data for marketing purposes, which may include contacting you by email, telephone, text message or post with information, news, and offers on our products and services. You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our

obligations under the Data Protection Legislation and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out. We will always obtain your express opt-in consent before sharing your personal data with third parties for marketing purposes and you will be able to opt-out at any time.

We will only use your personal data for the purpose(s) for which it was originally collected unless we reasonably believe that another purpose is compatible with that or those original purpose(s) and need to use your personal data for that purpose. If we do use your personal data in this way and you wish us to explain how the new purpose is compatible with the original, please contact us using the details in Part 11.

If we need to use your personal data for a purpose that is unrelated to, or incompatible with, the purpose(s) for which it was originally collected, we will inform you and explain the legal basis which allows us to do so.

In some circumstances, where permitted or required by law, we may process your personal data without your knowledge or consent. This will only be done within the bounds of the Data Protection Legislation and your legal rights.

7. How Long Will You Keep My Personal Data?

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected.

8. Do You Share My Personal Data?

We may share the information we have you with certain third parties in order for us to provide our products and services to you. These third parties include:

- We use Global payments for processing payments
- Animal insurance providers
- Pet Health Plan providers – Easy Direct Debits Limited are the company who we work with to provide our Pet Health Plan service. In addition to processing the monthly direct payments, Easy Direct Debits can also arrange the home delivery of the products included in your Pet Health Plan
- Indemnity providers (Veterinary Defence Society)
- Debt recovery agencies
- Our veterinary practice management software (Merlin) company (Amerisource Bergen) is the programme that we use to store and process your data. Merlin also provide the pet registration, product ordering, and our consultation booking capabilities

If any of your personal data is shared with a third party, as described above, we will take steps to ensure that your personal data is handled safely, securely, and in accordance with your rights, our obligations, and the third party's obligations under the law.

If any personal data is transferred outside of the UK, we will take suitable steps in order to ensure that your personal data is treated just as safely and securely as it would be within the UK and under the Data Protection Legislation.

If we sell, transfer, or merge parts of our business or assets, your personal data may be transferred to a third party. Any new owner of our business may continue to use your personal data in the same way(s) that we have used it, as specified in this Privacy Policy.

In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

9. **How Can I Access My Personal Data?**

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a “subject access request”.

All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 11.

There is not normally any charge for a subject access request. If your request is ‘manifestly unfounded or excessive’ (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will respond to your subject access request within one month of receiving it. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date we receive your request. You will be kept fully informed of our progress.

10. **How Do I Contact You?**

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details:

Email address: info@churchroadvets.co.uk.

Telephone number: 01452 941630.

Postal Address: Unit 30 / The Willows, Ground Floor, The Steadings Business Centre, Church Road, Maisemore, Gloucester GL2 8EY

11. **Changes to this Privacy Notice**

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

Any changes will be made available at www.churchroadvets.co.uk. This Privacy Notice was last updated on 19th September 2022.