

Quality

Expertise

Satisfaction

West Kirby Physiotherapy

Privacy Notice

Who We Are

West Kirby Physiotherapy gather and process your personal information in accordance with this privacy notice and in compliance with the relevant data protection regulation and laws. This notice provides you with the necessary information regarding your rights and our obligations, and explains how, why and when we process your personal data.

We are registered on the Information Commissioner's Office Register; registration number **A8332520**, and act as the data controller when processing your data.

How We Use Your Personal Data (Legal Basis for Processing)

The purposes and reasons for processing your personal data are detailed below: -

- To fulfil our contractual obligations by providing you with the most effective assessment, diagnosis and treatment as well as for accounting and billing purposes.
- To fulfil our contractual obligations with any healthcare insurer you have that is contributing to the cost of your care.
- To organize and remind you of upcoming booked appointments.
- To inform you of any necessary changes that need to be made regarding booked appointments
- To gain feedback about the services we have provided for you.
- To comply with our legal obligations with regards to record keeping and to respond to any queries where we are legally required to do so.
- With your consent, to send you your individually tailored exercise programmes to you via email.
- With your consent, we may occasionally send you information about the services we provide where we have assessed that it is beneficial to you as a customer. We will only do this if you have consented for us to use your information for this specific purpose and you are free to withdraw this consent at any time.

Special Category Data

To deliver the best possible healthcare, we will need to collect some more sensitive personal information (*known as special category data*) from you such as your medical history, medications that you take etc. Where we collect such information, we will only request and process the minimum necessary for this purpose.

Your Rights

You have the right to access any personal information that West Kirby Physiotherapy processes about you and to request information about: -

- What personal data we hold about you
- The purposes of the processing
- The categories of personal data concerned
- The recipients to whom the personal data has/will be disclosed
- How long we intend to store your personal data for
- If we did not collect the data directly from you, information about the source

If you believe that we hold any incomplete or inaccurate data about you, you have the right to ask us to correct and/or complete the information and we will strive to do so as quickly as possible; unless there is a valid reason for not doing so, at which point you will be notified.

You also have the right to request erasure of your personal data or to restrict processing (*where applicable*) in accordance with the data protection laws; as well as to object to any direct marketing from us. Where applicable, you have the right to data portability of your information and the right to be informed about any automated decision-making we may use.

If we receive a request from you to exercise any of the above rights, we may ask you to verify your identity before acting on the request; this is to ensure that your data is protected and kept secure.

Sharing and Disclosing Your Personal Information

We will not share or disclose any of your personal information without your consent, unless there is a legal or contractual requirement to do so such as with your healthcare insurer.

If our physiotherapists feel that it would be beneficial for your care to liaise with other health professionals such as GP's, hospital consultants or therapists, we will ask you to sign a separate consent disclosure which will detail the specific information and details with whom it will be shared.

Transfers Outside the EU

With your consent, to help us improve your physiotherapy experience by composing tailored exercise programmes, we use a company called Physiotec who are based outside of the EU.

We only share your name and email address so that your individual exercise programme can be emailed directly to you and Physiotec will never share, disclose or use your email address for any other reason.

Safeguarding Measures

We take your privacy seriously and take every reasonable measure and precaution to protect and secure your personal data. We work hard to protect you and your information from unauthorised access, alteration, disclosure or destruction and all data is kept and stored in line with national guidance.

Consequences of Not Providing Your Data

You are not obligated to provide your personal information to West Kirby Physiotherapy, however, as this information is required for us to provide you with our services, we will not be able to offer some/all our services without it.

How Long We Keep Your Data

We only ever retain personal information for as long as is necessary and we have strict review and retention policies in place to meet these obligations. We are required to keep your clinical information and basic personal data for a minimum of 8 years after your last treatment (or until you are 26 if you are under 18). After this time, it will be destroyed in line with our Data Retention and Erasure Policy.

Where you have consented to us using your contact details for direct marketing, we will keep such data until you notify us otherwise and/or withdraw your consent.

Lodging A Complaint

West Kirby Physiotherapy only processes your personal information in compliance with this privacy notice and in accordance with the relevant data protection laws. If, however you wish to raise a complaint regarding the processing of your personal data or are unsatisfied with how we have handled your information, you have the right to lodge a complaint with the supervisory authority.

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