



## **Privacy Policy**

### **Bridget Bazell Physiotherapy**

Bridget Bazell Physiotherapy, led by Bridget Bazell, is committed to protecting and respecting your privacy.

Bridget Bazell Physiotherapy understands that your personal data is entrusted to us and appreciates the importance of protecting and respecting your privacy. To this end we comply fully with the data protection law in force in the UK ("Data Protection Laws") and with all applicable clinical confidentiality guidelines including those published from time to time by the General Medical Council, Nursing and Midwifery Council, and the Health and Care Professions Council.

This Privacy Policy sets out the basis on which we collect and process personal data about you or your animal, including our practices regarding the collection, use, storage and disclosure of personal data that we collect from you and/or hold about you and your animal, and your rights in relation to that data.

Please read the following carefully to understand how we process your personal data. By providing your personal data to us or by using our services, website or other online or digital platform(s) you are accepting or consenting to the practices as described or referred to in this Privacy Policy.

For the purpose of Data Protection Laws, the data controller is Bridget Bazell, with registered address at: 12 Glebe Way, Corsham, Wiltshire. SN13 9UL

When we refer to 'we', 'us' and 'our', we mean Bridget Bazell Physiotherapy.

#### **What personal data may we collect from you?**

When we refer to personal data in this policy, we mean information that can or has the potential to identify you or your animal as an individual.

Accordingly, we may hold and use personal data about you as a customer, a patient or in any other capacity, for example, when you complete a form, access our services or speak to us. Depending on what services you receive from us this may include sensitive personal data such as information relating to your health or that of your animal.

Personal data we collect from you may include the following:

- Information that you give us when you enquire or become a customer or patient of us including name, address, contact details (including email address and phone number), and those of your Veterinary Surgeon / Practice
- The name and contact details (including phone number) of your next of kin
- Details of referrals, quotes and other contact and correspondence we may have had with you
- Details of services and/or treatment you have received from us or which have been received from a third party and referred on to us



- Information obtained from customer surveys, promotions and competitions that you have entered or taken part in
- Notes and reports about your health and any treatment and care you have received and/or need, including about clinic and hospital visits and medicines administered
- Patient feedback and treatment outcome information you provide
- Information about complaints and incidents
- Information you give us when you make a payment to us, such as financial or credit card information

Where you have named someone as your next of kin and provided us with personal data about that individual, it is your responsibility to ensure that that individual is aware of and accepts the terms of this Privacy Policy.

The data that we request from you may include sensitive personal data. This includes information that relates to the mental or physical health or racial or ethnic origin (which may include children's data). By providing us with sensitive personal data, you give us your explicit consent to process this sensitive personal data for the purposes set out in this Privacy Policy.

### **When do we collect personal data about you?**

We may collect personal data about you if you:

- Enquire about any of our services or treatments
- Register to be a customer or patient with us or book to receive any of our services or treatments
- Fill in a form or survey for us
- Participate in a competition or promotion or other marketing activity
- Contact us, for example, by email, telephone or social media

### **What personal data we may receive from third parties and other sources?**

We may collect personal data about you from third parties such as:

Veterinary practices or GP practices may pass Bridget Bazell personal data when that person or their animal requires treatment with Bridget Bazell physiotherapy. This will normally be in the form of a referral and may consist of basic details e.g. full name, date of birth, address, contact number and email address and the reason for the referral along with past medical history.

### **How do we use your personal data?**

Your personal data will be kept confidential and secure and will, unless you agree otherwise, only be used for the purpose(s) for which it was collected and in accordance with this Privacy Policy, applicable Data Protection Laws, clinical records retention periods and clinical confidentiality guidelines.

Sensitive personal data related to your health, or that of the animal in your care, will only be disclosed to those involved with your treatment or care, or in accordance with UK laws and guidelines of professional bodies or for the purpose of clinical audits (unless you object). Further details on how we



use health related personal data are given below. We will only use your sensitive personal data for the purposes for which you have given us your explicit consent to use it. Please note that, although we have set out the purposes for which we may use your personal data below, we will not use your sensitive personal data for those purposes unless you have given us your explicit consent to do so.

We may use your personal data to:

- Enable us to carry out our obligations to you arising from any contract entered into between you and us including relating to the provision by us of services or treatments to you and related matter such as, billing, credit or other payment card verification
- Provide you with information, products or services that you request from us
- Notify you about changes to our products or services
- Respond to requests where we have a legal or regulatory obligation to do so
- Check the accuracy of information about you and the quality of your treatment or care, including auditing medical information
- Support your doctor, nurse, veterinary surgeon, or other healthcare professional
- Assess the quality and/or type of care you have received (including giving you the opportunity to complete customer satisfaction surveys) and any concerns or complaints you may raise, so that these can be properly investigated

### **The security of your personal data**

We protect all personal data we hold about you by ensuring that we have appropriate organisational and technical security measures in place to prevent unauthorised access or unlawful processing of personal data and to prevent personal data being lost, destroyed or damaged.

The records shall be kept for at least 7 years following the last occasion on which treatment was given. In the case of treatment to minors, it is advisable that records should be kept for at least 7 years after they reach the age of majority (18).

All information you provide to us is stored securely.

At your request, we may occasionally transfer personal information to you via email or social media, or you may choose to transfer information to us via email or social media. Email and social media is not a secure method of information transmission; if you choose to send or receive such information via email, you do so at your own risk.

### **Disclosure of your personal data**

Your personal data, and that of your animal, will not be disclosed to any third party with the exception of your veterinary surgeon in line with the Veterinary Surgeon's Act 1966. Any requests for information made by other third parties, such as insurance companies, will require additional written consent from you as the individual before any disclosure is made.



## **Health information collected during provision of treatment or services**

Sensitive personal data (including information relating to your health or that of your animal) will only be disclosed to third parties in accordance with this Privacy Policy. That includes third parties involved with your treatment or care, or in accordance with UK laws and guidelines of appropriate professional bodies. Where applicable, it may be disclosed to any person or organisation who may be responsible for meeting your treatment expenses or their agents. It may also be provided to external service providers and regulatory bodies (unless you object) for the purpose of clinical audit to ensure the highest standards of care and record keeping are maintained.

**Your GP:** If the practitioners treating you believe it to be clinically advisable, we may also share information about your treatment with your GP. You can ask us not to do this, in which case we will respect that request if we are legally permitted to do so, but you should be aware that it can be potentially very dangerous and/or detrimental to your health to deny your GP full information about your medical history, and we strongly advise against it.

**Medical regulators:** We may be requested – and in some cases can be required - to share certain information (including personal data and sensitive personal data) about you and your care with medical regulators such as the General Medical Council or the Nursing and Midwifery Council, for example if you make a complaint, or the conduct of a medical professional involved in your treatment is alleged to have fallen below the appropriate standards and the regulator wishes to investigate. We will ensure that we do so within the framework of the law and with due respect for your privacy.

## **Cookies**

Our website does not use cookies.

## **Accessing and updating your information**

The law gives you certain rights in respect of the personal data that we hold about you. Below is a short overview of the most commonly-used rights. It is not an exhaustive statement of the law.

With some exceptions designed to protect the rights of others you have the right to a copy of the personal data that we hold about you.

You have the right to have the personal data we hold about you corrected if it is factually inaccurate. It is important to understand that this right does not extend to matters of opinion, such as medical diagnoses. If any of your personal data has changed, especially contact information such as: email address, postal address and phone number please get in touch so we can ensure your personal data is kept up to date.

If you want to exercise your rights in respect of your personal data, the best way to do so is to contact us by email on [bridget@bridgetbazellphysio.co.uk](mailto:bridget@bridgetbazellphysio.co.uk) or to write to us for the attention of the data protection officer at the address below. In order to protect your privacy, we may ask you to prove your identity before we take any steps in response to such a request.

If you are not satisfied with how we handle your request, you can contact the Information Commissioner's Office on 0303 123 1113 or visit their website (<http://www.ico.org.uk>).



## **Changes to our Privacy Policy**

We keep our Privacy Policy under regular review and as a result it may be amended from time to time without notice. As a result, we encourage you to review this Privacy Policy regularly.

## **Contact**

If you have any questions in relation to our privacy policy, please email us at [bridget@bridgetbazellphysio.co.uk](mailto:bridget@bridgetbazellphysio.co.uk) or write to:

12 Glebe Way  
Corsham  
Wiltshire  
SN13 9UL