

TOWN & COUNTRY VETERINARY CENTRE

Privacy Policy (April '18)

Town & Country Veterinary Centre recognises and understands that the information you entrust us with is important to you, and we are committed to both protecting and respecting your privacy. Our privacy policy explains how, when and why we collect your personal information during the course of providing services to you and your pet(s), under what situations we may disclose your personal information to others, and how long we keep it secure.

SUMMARY

Town & Country Veterinary Centre only collect personal information about you when it is completely necessary or you have consented, ensuring that we only collect information we need.

How do we use the information about you?

Town & Country Veterinary Centre will not send you marketing material unless you have given us permission to do so.

Town & Country Veterinary Centre will not sell your personal information to third parties. We use third party suppliers (for example, laboratories) to help us provide services to you and your pet(s). When we share such information with those suppliers, Town & Country Veterinary Centre restricts your information to a minimum that allows the safe and correct identification of your pet(s).

Town & Country Veterinary Centre have obtained appropriate contracts or suitable controls in place, which will assess the security of third party's processing arrangements.

Town & Country Veterinary Centre have technical and organisational protocols in place to protect your personal information.

Your rights to your information are detailed in **retaining your data**

If you have a complaint, please see **Complaints**

We will retain your data only for as long as necessary. If you have any questions or concerns regarding how we process your information, please use the **Contact** details at the end of this policy.

Information Collected

We need information about you to treat your pet(s) in a professional manner and we need to collect information from you to do this and to offer you the right services and products for your particular circumstances.

This can include personal information about you, about other people you may want included on your pet(s) records, information that we collect automatically, and personal information we collect from other sources.

How do we use this information?

Your personal information is collected for a number of reasons including:

- to provide your pet(s) with the best care we can offer
- to keep you informed of your pet(s) treatment
- to advise you in relation to preventative health measures and advice for your pet(s)
- to improve the products and services we offer our client' pet(s)

To process your information, we mainly rely on the following legal bases:

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Performance of Contract: The use of your information is necessary to perform the contract we have with us.

Legitimate Interests: We may use your information for our legitimate interests, for example to provide you with text messages, emails or to improve and promote our products and services, along with administrative legal purposes.

Consent: We may rely on your consent to use your personal information for certain products and for direct marketing purposes. You may withdraw your consent at any time, using the **Contact** details at the end of this policy.

Shared Information

We may need to share your information with others, for example diagnostic laboratories, insurance providers, referral centres. When we share your data, we shall limit it to the minimum required to safely and correctly identify your pet(s) and you.

Marketing

We would like to send you information about our services and products which may be of interest to you. We will collect information for marketing purposes, if you give consent.

If you wish to stop us contacting you for marketing, please use the **Contact** details at the end of this policy.

Information Security

We use an appropriate combination of both organisational and technical measures to ensure, as far as reasonably possible, the confidentiality, integrity and availability of your information at all times. If you have a security related concern, please use the **Contact** details at the end of this policy.

Information collected through our website

We collect information through the use of cookies and similar technologies, to enable us to remember you when you visit our website and to improve your online experience.

The use of these cookies helps us to understand how you use our website. When you visit our website, we may record your IP address, hardware and software used general location, and when and how you interact with our website.

To find out more about the use of cookies and related technologies, please see our **Cookie Usage** on our website.

Accessing your information

You have the right to request a copy of the information that Town & Country Veterinary Centre holds about you. We will provide you with this information within one month of receiving your request and verifying your identity.

If you believe your personal information is incorrect, or if you believe we are no longer entitled to your personal data, you have the right to contact us about your concerns.

If you have any questions about how we use your personal information, please contact us using the **Contact** details provided at the end of this policy.

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Retaining your data

The information we collect about you and Town & Country Veterinary Centre are subject to various regulatory and legislative requirements. In addition, we aim not to keep your personal information for longer than we have to fulfil our obligations to you. Where it is not possible to delete your data, we shall ensure that the appropriate security and organisational steps are put in place to correct the use of your data.

Complaints

We work hard to ensure that your personal details are treated safely and securely. However if you have a complaint, write to us using the **Contact** details at the end of this policy, or talk to a member of the team at the practice. You also have the right to complain to the Information Commissioner's Office.

Changes to our Privacy Policy

We review our Privacy Policy regularly and will place any updates on our website and in relevant client communications.

CONTACT details

Town & Country Veterinary Centre controls the processing of personal data on its systems. If you would like to discuss anything in relation to this policy or withdraw your consent, please contact

The Data Protection Officer
Town & Country Veterinary Centre
48 Northampton Road
Market Harborough
Leicestershire
LE16 9HE

Or phone
01858 465668

Or email
mail@tcvets.co.uk