

The Chiro Centre Ltd (no. 10689264)

CHIRO – Chiropractic and Sports Injury Clinic

Privacy Policy

At CHIRO – Chiropractic and Sports Injury Clinic we are committed to protecting and respecting your privacy.

We have produced this privacy policy to give you lots of detail about how we handle the information you provide us with, why we need it, where we store it and what your rights are. One major point we would like to let you know straight away is that we are not in the business of selling or sharing your personal data with other companies for marketing purposes.

Who we are

We are CHIRO, a small friendly chiropractic clinic dedicated to getting our patients back to health and keeping them there. We are a limited company (no.10689264). The registered address is Crofton House, St Cuthberts Street, Bedford, MK40 3JG.

For the purposes of processing your data we are considered the Controller, other companies we may use are considered processors. I know this stuff may be confusing but if you want more information please visit the **information commissioner's office website**

Who to contact

Due to the nature of the services we provide we must record and use sensitive health data, we take the protection of this data very seriously. If you have any queries relating to this data in anyway, please contact "The Data Controller" at CHIRO on 01234 910950, email us at **GDPR@bedfordchiropractor.co.uk**, or if you prefer tradition mail, please post all enquiries to:

The Data Controller,
CHIRO – Chiropractic and Sports Injury Clinic,
Farrer House,
Farrer Street
Kemspton,
Bedford
MK42 8JH

Your personal data we process and what we do with it

In this section we will give information on the types of data we store, how we use it and where it is stored.

To enable us to provide our services to you we must engage with service providers (Other companies), the service providers we use have been carefully selected to ensure that they comply with the high standards for data protection as defined by the ICO and have agreements in place with us to protect your data. Due to the nature of some of the cloud-based systems (Internet systems) we use it is not always possible to store the data within the European Union (EU). If we need to transfer your data outside of the EU we ensure the providers we use hold the same levels of protection required as if it were processed within the EU with the aim of ensuring that your privacy rights continue to be protected as outlined in this policy.

None of our service providers use your personal data for their own reward or marketing.

Below you will find details for all the different systems we use to process your data.

Appointment booking and reminders

When you book an appointment online or over the phone we will store your name, email address, telephone number, date of birth, address, appointment information and any information you have supplied in the notes section of the booking form. This information is

used to ensure we can provide you with your appointment(s), contact you if necessary, and enable us to fulfil our contract with you to provide the services we offer.

Recall and marketing

We also store your name, email address, telephone number, date of birth, address and appointment information to enable us, with your consent, to send you targeted emails and text messages for things such as missed appointments, ask for reviews and to remind you book in when you have not been for a while. If at any point you do not wish to receive this information just let us know by emailing **GDPR@bedfordchiropractor.co.uk** (Or by using any of the contact details in the “Who to contact” section above) and we will remove your details from this service.

Exercise sheets

As part of your treatment you may be asked to perform specific exercises, we will send you these exercises via email. With your consent we will store your name, email address and exercise plan in this system to enable us to be able to fulfil this requirement. If at any point you do not wish to receive this information just let us know by emailing **GDPR@bedfordchiropractor.co.uk** (Or by using any of the contact details in the “Who to contact” section above) and we will remove your details from this service.

Mailing Lists

We use data stored in our appointment system to generate mailing lists that allow us to send you emails, the content of these emails are generally informational such as holiday opening times, tips for avoiding problems and other marketing information. We provide this service with your consent and you can opt out at any time, just let us know by emailing **GDPR@bedfordchiropractor.co.uk** (Or by using any of the contact details in the “Who to contact” section above) or use the links in the emails

Treatment and medical records

As part of your treatment we need to record not only your contact details: name, address, telephone, email, date of birth we also need to record health information including medical

history, diagnosis and treatment data. We store these as electronic records in servers provided by IOMART and are hosted in highly-secure UK data centres which are **ISO9001** and **ISO27001** certified (for further information, go to this website <https://pioneersoftware.co.uk/gdpr>). Furthermore, all data is encrypted (even when in transit) and is strong-password protected on the servers and computer at the clinic. We only treat patients with their explicit consent and require this information to fulfil our contract with you to provide the services you require

Email conversations

Although we try to keep this down to a minimum as email in transit is notoriously insecure we do understand that patients will sometimes email us not only with their personal data (Email address and name in signature) but also with health and medical data (Current condition). As you would expect there is a legitimate interest in us responding to these emails (You would expect a response)

How long do we keep your personal data?

Whilst you are receiving treatment from our clinic we will continue to store and use your personal data. Once treatment has been completed, and as suggested by our governing body (**The GCC**) we will be required to retain your personal data for a minimum of 8 years.

This is slightly different for children (Under 18), where once treatment is completed we must hold onto their details until their 25th birthday or 26th birthday if they were 17 at the time of their last visit.

Our only other retention policy is for potential patients that enquire or come in for a free assessment without ever booking an appointment, we will remove all personal details after 1 month.

Your rights

As we process your personal data, you have certain rights. These are:

- a right of access
- a right of rectification

- a right of erasure
- a right to restrict processing.

You may request a copy of your data at any time. Please make such a request in writing or by email using the details in the “Who to contact” section above. Please provide the following information: Your name, address, telephone number, email address and details of the information you require. We will need to verify your identity, so we may ask for a copy of your passport, driving license and/or recent utility bill.

If you believe any of the personal data we hold on you is inaccurate or incomplete, please contact the clinic directly and any necessary corrections to your data will be made promptly.

If you believe we should erase your data, please contact us using the details in the “Who to contact” section.

Data breaches

Although we and our providers do our utmost to protect your data there is always the possibility of breaches. Should your personal data that we control be lost, stolen or otherwise breached, where this constitutes a high risk to your rights and freedoms, we will contact you without delay. We will give you the contact details of the Data Protection Officer who is dealing with the breach, explain to you the nature of the breach and the steps we are taking to deal with it.

Should you wish to complain

You can contact the ICO via their website: www.ico.org.uk should you wish to make a complaint about the way we are processing your personal data.

Automated decision making and profiling

We do not use any system which uses automated decision making or profiling in respect of your personal data.

Use of cookies

As with many other websites, our website uses cookies. Cookies are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. We use this information to find out things such as how many visits we get to certain pages and where people go from there. It is possible to switch off cookies by setting your browser preferences. For more information on how to switch off cookies on your computer, please visit the help section on your internet browser

Changes to this notice

We keep this policy under regular review. It was last updated 22nd May 2018

Terms of use

1 ACCEPTANCE OF TERMS –

Your access to and use of www.bedfordchiropractor.co.uk (“the Website”) is subject exclusively to these Terms and Conditions. You will not use the Website for any purpose that is unlawful or prohibited by these Terms and Conditions. By using the Website you are fully accepting the terms, conditions and disclaimers contained in this notice. If you do not accept these Terms and Conditions you must immediately stop using the Website.

2 ADVICE – The contents of the Website do not constitute advice and should not be relied upon in making or refraining from making, any decision.

3 CHANGES TO WEBSITE – The Chiro Centre Ltd reserves the right to:

3.1 change or remove (temporarily or permanently) the Website or any part of it without notice and you confirm that www.bedfordchiropractor.co.uk shall not be liable to you for any such change or removal; and

3.2 change these Terms and Conditions at any time, and your continued use of the Website following any changes shall be deemed to be your acceptance of such change.

4 LINKS TO THIRD PARTY WEBSITES – The Website may include links to third party websites that are controlled and maintained by others. Any link to other websites is not an endorsement of such websites and you acknowledge and agree that we are not responsible for the content or availability of any such sites.

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6 DISCLAIMERS AND LIMITATION OF LIABILITY –

6.1 The Website is provided on an “AS IS” and “AS AVAILABLE” basis without any representation or endorsement made and without warranty of any kind whether express or implied, including but not limited to the implied warranties of satisfactory quality, fitness for a particular purpose, non-infringement, compatibility, security and accuracy.

6.2 To the extent permitted by law, The Chiro Centre Ltd will not be liable for any indirect or consequential loss or damage whatever (including without limitation loss of business, opportunity, data, profits) arising out of or in connection with the use of the Website.

6.3 The Chiro Centre Ltd makes no warranty that the functionality of the Website will be uninterrupted or error free, that defects will be corrected or that the Website or the server that makes it available are free of viruses or anything else which may be harmful or destructive.

6.4 Nothing in these Terms and Conditions shall be construed so as to exclude or limit the liability of The Chiro Centre Ltd for death or personal injury as a result of the negligence of The Chiro Centre Ltd or that of its employees or agents.

7 INDEMNITY – You agree to indemnify and hold The Chiro Centre Ltd and its employees and agents harmless from and against all liabilities, legal fees, damages, losses, costs and other expenses in relation to any claims or actions brought against The Chiro Centre Ltd arising out of any breach by you of these Terms and Conditions or other liabilities arising out of your use of this Website.

8 SEVERANCE – If any of these Terms and Conditions should be determined to be invalid, illegal or unenforceable for any reason by any court of competent jurisdiction then such Term or Condition shall be severed and the remaining Terms and Conditions shall survive and remain in full force and effect and continue to be binding and enforceable.

9 GOVERNING LAW – These Terms and Conditions shall be governed by and construed in accordance with the law of England and you hereby submit to the exclusive jurisdiction of the English courts.