

PRIVACY NOTICE

Whilst we give the best possible care to animals, the same goes for your information. We appreciate how important data protection is. As you have placed your trust in us when providing your information, we want to be totally transparent with you about how it's handled.

For services in this practice, the data controller — the company responsible for protecting your information — is Pet Care, Cheshire Ltd (company number 09643284).

The information we collect

In the course of providing pet healthcare services we collect a variety of personal information by phone, email and postal correspondence, through the use of our website, and during our dealings with you as our client. The personal information we collect includes the following:

Your name
Postal address
Email address
Home and/or mobile telephone number
Date and place of birth
Gender
Marital status

How we use your information

Your personal information is used for any one or more of a number of different reasons depending on what it is. We only collect what is necessary in order to provide our service to you. The information below sets out what information is collected, our purpose for collecting it and our why we need to collect it- known as the **Legal Basis**- in line with data protection legislation.

- As part of our **contract** together, we need to be able to identify who you are when you visit us or contact us by telephone, email or other methods, so we can ensure it is your pet receiving treatment, and that our records are accurate.
- We may send you appointment reminders so that you know when you have arranged to bring your pet to see us, as part of our **contract** together.
- We may, as part of our **contract** together and also as a **legal requirement**, communicate with your pet insurance provider to ensure that claims are submitted promptly and efficiently.
- We would like to send notifications about specific treatments relevant to your pet, at times which are recommended. This may include notifications about recommended vaccinations, parasite control such as flea and worming treatments. We do this to help you provide the best possible preventative care for your pet and to keep them in the best of health. This forms part of our **contract** with you.
- We may send service updates such as changes to our terms and conditions, or notifications of any situation which is affecting our delivery of service to you. This is a **legal requirement** and also part of our **contract** with you.
- We may send you notifications regarding any animal health concerns in our local area, or nationally, to keep you informed about any issues which may affect your pets' health. We do this as we believe that if there is a potential health risk to your pet, we want you to kept up to date. We believe there is a **legitimate interest** in sharing such information.
- We would like to send you information about our wider services, events, and updates in order to keep you up to date and help you get the very best service from us, for the benefit of your

pet- please also see the section on marketing messages. You have the choice on whether to receive these updates, and will only send them if you give **consent**.

- We may seek your feedback on our overall performance. This may often be anonymised, but if you choose to give your information, this would allow us to follow up with you directly should there be the need to do so. We would only do this with your **consent**.
- Your payment information is provided by you, when you are paying for goods and services at our practice. We don't store card details, though we would use a 3rd party provider to process card and BACS payments. This information is part of our **contract** with you.
- As part of our **contract** with you, we will take payments for goods and services, as well as refunds in some cases. We do this as many of our services require payment at the time they are provided.
- We have a **legal obligation** to keep a record of financial transactions, so that we know what you have paid for.
- Your contact history with us will also be logged, and may cover details of our conversations, advice and recommendations given. This includes contact by any of the following means, and others as new technologies develop: in person, email, social media and our forthcoming communications tool.
- Our teams aim to deliver the very best levels of customer service, and support when you need us, and your communication with us in the regards is part of our **contract** with you.
- We may use your feedback (whether volunteered or provided upon request) to help improve our service to our customers.
- We have a **legal obligation** and are **contractually** obliged to use any of the information above to assist in detecting and preventing any fraudulent activity against you or ourselves.
- We may use personal information for internal activities such as testing of IT systems and processes, research, data analysis, improving our site and development of new products and/or services. This will be anonymised and aggregated as a single pool of data, meaning that no individual would be identifiable.

Sharing your information.

You have trusted us with your information, and therefore we assure you that we do not, and will not sell your data to any third party. We do, however, share your data with companies who align with our aims of providing care to pets, who may fall into any of the following categories:

- Referral Practices: if your pet needs specialist care which is not readily available within our practice, we may suggest and refer you to a referral centre to carry out that treatment. By sharing your data with them, they will be able to make appointments, arrange tests, treatment and any additional services they offer based on the clinical needs of your pet.
- Our out of hours service provider. If your pet needs treatment when we are closed, we will direct you to our out of hours service provider. They and we will communicate with one another regarding the clinical treatment of your pet. This will necessitate the sharing of your personal data.
- Microchip databases- in order to register a newly microchipped pet.
- Laboratories and pet crematoria- we may need to send samples (eg blood, urine, other) to an external laboratory. They will need various pieces of information to process our request, and provide the relevant products or services.
- Your insurer, so that we can obtain permission to perform relevant tests and treatments in a timely manner, at their expense. We may also need to communicate with them regarding payment for such services if/when a direct claim is agreed.
- Banks and payment service companies, so that we can deal efficiently with payments and refunds as needed.

- Direct debit facilitation company, if your pet is part of our healthcare plan, as the payments will be taken by our chosen 3rd party provider.
- Credit reference and fraud prevention agencies, so that we can obtain information to help us detect and prevent fraud.
- We share your personal data with MWI Animal Health, for the purposes of them providing their services through the Millie's Vets appointment booking system, which will include the following categories of personal data: Client name, address, phone number, email address.
- Debt collection agency, in the event that you fall behind with payments for your pets' treatment.
- Providers of email, text, printing and mailing houses, so that we may use these methods to communicate reminders and administrative details on how we provide our services to you as well as issues of animal health which may be relevant to you and your pet.
- Law enforcement agencies if we receive a request from them to assist in any investigation.
- Our professional advisors and insurers, should we need to seek their advice on any matter.
- Other practices, if you decide to move to a new practice and want your information to be transferred to them.

Should you require any additional information about any of the specific companies that we may share your personal data with, or to find out how they will use your data, please contact us using the details below.

Marketing Messages.

With your consent, we will send you messages to keep you up to date on our activities, and to help you find out more regarding the products and services we offer.

If you decide you no longer wish to receive marketing communications, or if you only want to receive them in one way (eg text, or email), please contact the practice directly by phone, email or any other established communication method that we have used.

Alternatively, you may use an opt-out link in the communication itself.

It can take a little time for opt-out requests to be processed on all of our systems. In some cases, messages may have been prepared and processed for sending at a later date.

If you decide to opt out of marketing messages, we will still continue to send service communications such as reminders that are directly relevant to your own pet, for example for scheduled appointments, vaccinations and other treatment reminders.

Where your data is stored

All of the personal information we hold is stored within the European Economic Area. We can guarantee that your information will be handled in accordance with UK and EU General Data Protection Regulation. If this were to ever change, we would let you know in advance.

How long we keep your information

We will keep your data for as long as you are a client of this practice, and for as long as we need to in order to comply with our legal obligations.

You can contact us if you no longer wish to be a client of this practice, and ask that we deactivate your account. However, any legal obligations to keep certain data will take precedent, and we will keep the minimum data needed to comply with those obligations, resolve disputes, prevent fraud or abuse, or to enforce our terms and conditions.

Your rights

You have a number of rights relating to your personal data, which are:

- The right to be informed about how your personal data is collected, handled and used; most of which is in this notice.
- The right to access personal data we hold about you.
- The right to correct any inaccuracies or omissions in the data we hold about you; please speak to any member of our team if your contact details change.
- The right to request that we delete your data, stop processing it or stop collecting it in certain circumstances.
- The right to request an end to marketing messages- please see the relevant section above.
- The right to have your data ported to another practice of your choice

To exercise any of these rights, or if you have any queries which are not addressed above, please contact us using any of the details below.

Changes to this notice

This notice will be under regular review, and we may publish any updates in practice or on our website. Any significant changes will be communicated directly to you so that you are kept up to date, This notice was correct as at 1st December 2022.

How to contact us

Feedback from our clients is both essential and valuable; it helps us refine our service in line with the needs of our clients. For any queries about this notice, or to exercise any of the rights listed here, or to request that we stop using your information, please contact us using one of the following methods:

By post, please write to:

James Ede
Millie's Vets
6 John Bradshaw Court
Alexandria Way
Congleton
CW12 1LB

You may email:

james@milliesvets.co.uk

Should you have the need to raise a formal complaint, the same methods of communication above may also be used.

Alternatively, you can also complain to the Information Commissioner's Office (ICO) if you are unhappy with how we have used your data. Our ICO registration number is *****

The address for the ICO is
Information Commissioner's Office
Wycliffe Houdse
Water Lane
Wilmslow
Cheshire
SK9 5AF

They have a helpline which can be reached by calling 0303 123 1113

Their website is www.ico.org.uk