



Privacy Notice – updated May 2018

When you register with the "Practice" Ark Vet Centre Ltd, request treatment for your animals, contact the practice by email, telephone or in writing we will collect and process personal information ("Personal Information") about you.

We understand the importance of looking after the Personal Information that you provide and this notice ("Privacy Notice") sets out what Personal Information we collect, why we need to collect it, how we will use it and how long we will store it for.

How we will use your personal information

We will process your Personal Information insofar as it is necessary for the performance of our contract with you to provide veterinary services. This will involve using your Personal Information to provide you with our products and services and to send you information related to the services we provide to you including appointment and vaccination reminders ("Service Communications"). You can choose how you would like to receive these communications by post, email or SMS. Please talk to one of our members of staff if you would like to change how you receive Service Communications.

What personal information do we collect and why

Name – So that we can identify you and personalise our communications with You.

Address – So that we can identify you, register your animals with our practice send reminders, correspondence and information about our services directly to you and to send information about local animal health issues.

Email address – So that we can contact you about your Animals, send reminders about your appointments, vaccinations, flea or worming treatments and or correspondence about our service and animal health issues.

Mobile number – So that we can contact you about your Animals, send reminders about your appointments, vaccinations, flea or worming treatments and or correspondence about our service and animal health issues.

Telephone number – So that we can contact you about your Animals.

Location information (such as postcode) – So that we can inform you about any animal health concerns we are aware of in your area.

Insurance policy number – So that we can communicate with your animals insurance provider if applicable.

Please remember to let Practice staff know if any of the above information changes as soon as possible so that we have up to date records. Our staff will ask you to confirm your records are up to date on a regular basis.

Marketing

In addition to our contractual services, we would like to process your Personal Information with your consent to send you information about other products and services available from the Practice. You will be asked for your consent when you register with the Practice and we will refresh your consent on a regular basis. You can change your mind at any time and unsubscribe or subscribe by talking to staff in our practice or by following the links on any marketing emails you receive.

Data retention

We will keep your Personal Information for as long as you are a client of our Practice and thereafter for as long as any legal claim may be made against the Practice, and for as long as is required to comply with our legal and regulatory requirements including to the HMRC and RCVS.

Sharing your information

We are required to share your Personal Information in certain circumstances to ensure that we are able to provide you with services, obtain payment or correspond with your insurance provider. In each case we will only share the data necessary for the purpose and it will only be in relation to the specified purpose. Each third party is required to have in place comparable data security measures and to be fully compliant with the terms of the General Data Protection Regulations.

Who do we share information with and why

Referral practices

When we refer an animal to a referral hospital or specialist, we need to share relevant information to arrange appointments, test, treatments and services.

Laboratories and Animal Crematorium

So that we can arrange tests, treatments and services and obtain results on your behalf.

Debt collection agencies

If you fall behind with payments for the services we provide, we may engage a debt collection agency to recover the debt on our behalf.

Email providers, printers and mailing houses

So that we can send you reminders, administrative information relating to the way we provide services to you, information about animals health issues relevant to you and marketing communications if you have consented to receiving them.

Law enforcement agencies

If we receive a request in writing from a law enforcement agency, we may be required to provide your personal information.

Moving practice

If you decide to move to a new practice we will provide a copy of your animals' records to the new practice when requested. If you do not want your records transferred, please speak to a member of the Practice staff.

Save as set out above, we will not sell, lease or transfer your personal information to any other person or company without your prior consent.

Keeping your data secure

We recognise the importance of keeping your personal data safe and we have in place security measures and policies to prevent personal data from being lost, used or accessed without our permission. We limit access to your Personal Information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.