



## **PRIVACY POLICY**

We are committed to protect and respect your privacy.

This privacy notice provides you with details of how we collect and process your personal data. Valley Veterinary Group are the “ data controller “ and are responsible for your personal data.

Our full details are :

Valley Veterinary Group, Tutts Clump, Bradfield, Berkshire RG7 6JU

Telephone : 01189744352

Email address : [info@valleyvet.co.uk](mailto:info@valleyvet.co.uk)

### **What information will we use ?**

By registering at Valley Veterinary Group we will collect and use your information included in your registration and details on your pet/pets. This will include

Name and address ( including postcode )

Email Address

Contact telephone numbers

Payment Details

Animal Insurance Policy details

The information you provide when registering is necessary so that you can enter into a contract with us.

We may also need to obtain information about you from a Third Party. This may include data from previous vets, insurance companies or referral agencies.

To ensure our information is accurate please let us know if at any time your personal information changes.

## **How will your information be used ?**

We use your data when dealing with insurance claims, referrals to specialist centres , other veterinary professionals and our Healthplan provider if you are a member.

## **When we can share your information.**

We use your information for the purposes of legitimate interests. This will include

- Insurance and Pet Health Schemes
- Vaccination reminders
- Transferring clinical histories to other veterinary practices when requested.
- Referral Veterinary Practices
- Animal Cremation Services
- Debt Collection Agencies
- Banking Services
- Microchip Providers
- Law enforcement agencies
- Laboratory services

When someone visits [www.valleyvet.co.uk](http://www.valleyvet.co.uk) we use a third party service, Google Analytica, to monitor website activity.

We provide General Enquiry forms on our website.

## **How long will we keep information**

We will keep your information for as long as you are a client. We will retain past clients information for a period of 7 years for accounting records and to insure we are compliant with regulations including to the HMRC and RCVS.

You can request access to your information and this will be available within a month.

When your data is no longer needed to fulfil services we will dispose of personal data in line with Valley Veterinary Group protocol.

## **Marketing**

Information of new products we use are regularly displayed in our surgeries. We will only contact clients if specific consent has been given to do this and the information is specifically relevant. We operate an opt – in policy for this.

## **Your choices and rights**

You will be able to decide if you wish to receive annual booster reminders by opting in to do so.

We will amend your information whenever necessary.

Under data protection laws you have rights in relation to your personal data.

This includes the right to

Request access

Correction of information

Transfer data

Objection to processing

To withdraw consent

You can see more about your rights on :

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights>