

Privacy Policy – Our promise to you

This privacy policy explains how Westfield Vets handles your personal information and data. We value your trust, so we've strived to present this policy in clear, plain language instead of legalese. The policy is structured so you can quickly find answers to the questions that interest you the most. In this policy references to Westfield Vets, or to 'us', 'our' or 'we' are to Westfield Vets of Westfield Veterinary Centre, Westfield Road, Wells BA5 2HS.

For the purpose of the General Data Protection Regulations ('GDPR') and the Data Protection Act 1998 ('the Act'), the Data Controller is Westfield Vets.

We will never exchange, rent or sell your information to another organisation for their marketing purposes. You can get in touch with us at any time to change the way we contact you or to opt-out of future communication. We only collect and use personal information necessary to deliver our legitimate business purposes and associated services such as delivering our services, direct marketing, business administration, financial control and helping ensure and improve animal welfare, in compliance with the GDPR and other relevant regulations. This policy (together with our terms of use and any other documents referred to on it) sets out the basis on which any personal information we collect from you, or that you provide to us, may be processed. Please read the following carefully to understand our views and practices regarding personal data and how we will treat it. By agreeing to the services provided by us, you are accepting and consenting to the practices described in this policy. This may include talking to you about veterinary services and issues, such as educational talks, special offers and animal welfare subjects. In order to provide you with the best possible experience we will also use your personal information to help us decide what you may like to hear about from us and to personalise our communication and services to you. As the Data Controller we collect and use your personal information when you use or enquire about our services, or when you provide positive consent for us to do so.

The term "personal information" as used throughout this policy refers to the meaning of 'personal data' under the regulations.

Information we collect from you

We collect personal information and other data when you provide it to us directly, use our services or you provide us with positive consent. We will be very clear with you that we wish to collect such personal information and our reasons for collecting such information. Such information may include, but not be limited to, contact information (such as name, postal address, email addresses, telephone numbers), species ownership and interests, animal date of birth and health status, financial transactions and veterinary medicine purchases. We may also collect health information that you provide regarding your animals by responding to our questions and surveys or other tools we provide, or during consultations.

Why we need it

The information is either needed to fulfil your request or to enable us to provide you with a more personalised service. Should you choose to withhold requested information, we may not be able to provide certain services. Consistent with the purposes identified and standards set within this policy and other applicable privacy notices that have been provided, in some cases we may consolidate and use personal information shared with us through various services and channels, (such as the telephone, surveys, prize draws, websites and other online resources and communications), in order to enhance the quality of services that we offer.

Storing your personal information

All information you provide to us is stored on secure servers. Based on the services you use and/or the animal interests you have indicated to us, we will retain your personal information for a reasonable period of time. The personal information that we collect from you in the UK may be transferred to, and stored at, a destination outside the European Economic area ('EEA'). Where personal information is processed outside of the EEA, the supplier will be compliant with the EU-U.S. Privacy Shield Framework in accordance with the guidance issued by the Information Commissioner's Office. By submitting your personal information, you agree to this potential transfer, storing or processing.

Your rights

You have the right to ask us not to process your personal information for marketing purposes. We will inform you (before collecting your personal information) if we might use your personal information for such purposes or if we might disclose your personal information to our trusted supplier, Lodestone Marketing Ltd., a company registered in the UK, for such purposes. If you would like to change the way you hear from us, or which animal types you hear about, or no longer wish to receive direct

marketing communications from us then please call our practice or contact our Data Protection Officer and we will adjust your records accordingly. Every direct marketing communication from us will provide you with an opportunity to opt-out should you wish to do so.

We endeavour to comply with the GDPR, which gives everyone a number of very important rights:

- Transparency over how we use your personal information (Right to be informed)
- Request a copy of the personal information we hold about you, which will be provided to you within one month (Subject Access Request)
- Update or amend the information we hold about you if it is incorrect (Right to rectification)
- Ask us to stop using your information (Right to restrict processing)
- Ask us to remove your personal information from our records (Right to be forgotten)
- Object to the processing of your personal information for marketing purposes (Right to object)
- Obtain and reuse your personal data for your own purposes (Right to data portability)
- Not be subject to a decision when it is based on automated processing (Automated decision making and profiling)

Remember you can change the way you hear from us, what you hear about from us or withdraw your permission at any time by simply contacting us or opting out.

Information collected from your computer or other electronic devices

We may use Data Processors to deliver email communications and/or telephone communications. Whilst we do not control any tracking technologies which might be used by these Data Processors, we will only use Data Processors which are compliant with GDPR or Privacy Shield.

Uses made of information

Sometimes we may process your personal information to provide you with information about our services or your animal interests, or to fulfil a contract with us, or where we are required to do so by law or other regulations. We may also process your personal information when it is in our legitimate interests to do so and when these interests do not override your rights. We may analyse personal information collected to identify and offer additional or similar services and promotions that we believe you may find interesting. Occasionally, we may use your information, consolidated with other information, to undertake social-economic profiling to produce more relevant communications and provide a better experience for animal owners. Profiling can help us improve animal welfare and help us build relationships that are appropriate to animal owners' interests. If you do not wish your personal information to be used in any ways listed above or have any questions about this use please contact us directly. Every time you receive communications from us, you may indicate a preference to stop receiving further communications from us by opting-out via the unsubscribe instructions provided in the communication you receive.

There are a number of lawful reasons that mean we can process your personal information. One lawful reason is something called 'Legitimate Interests' Broadly, Legitimate Interest means we can process your personal information if:

- We have a genuine and legitimate reason

And

- We are not harming any of your rights and interests

Another reason might be because we are required to do so by law due to a disease outbreak or animal welfare concerns.

How do we protect the privacy of children?

In the UK, an individual must be at least 16 years old to own an animal. We do not direct our communications at children and the services we offer are designed for individuals who are 18 years of age or older.

Securing your personal information

We will take reasonable steps to protect your personal information as it is transmitted from you to us, as well as to protect personal information in our possession from unauthorised access, disclosure, alteration or destruction. In the event of a data breach, we will inform the Information Commissioner's Office within 24 hours of us becoming aware of the data breach, or sooner if we can.

Opting out

Every marketing communication from us will have a simple opt-out option included, so if you'd like to opt-out of our marketing communications, simply use this option to opt-out, or call our friendly team to tell us about your preferences. If you choose to call our friendly team to opt-out, please specify whether you wish to opt-out from direct marketing generally, or to opt-out of being contacted via a particular channel or about a particular animal type.

Sharing information

The law requires us to declare how we use your personal information in a transparent, concise and granular form. We share your personal information with our trusted partner, Lodestone Marketing Ltd.,

a company registered in the UK, for the purposes of better understanding and meeting your needs and communicating to you how you can help improve your animal's welfare and health.

We would also share personal information if:

- We are obliged to by law for the purposes of national security, taxation or criminal investigations
- We merged with another organisation to form a new entity
- We establish a subsidiary offering similar services
- We run an event in partnership with other named organisations; in which case your personal information may need to be shared. We will be very clear what will happen to your personal information in these circumstances

Retaining your personal information

We will hold your personal information only as long as necessary for each purpose we use it, based on the services you use or the animal interests you have indicated to us. If you request to opt-out, we will retain and suppress some basic information in order to avoid accidentally contacting you in the future.

Getting in touch

We welcome your feedback and questions. Should you wish to access personal information about you to keep it accurate, complete and relevant, or if you have questions about what personal information we hold about you or our information practices, you may contact us at the address below. Should you contact us, if possible, to help us deal with your request, please state the route you used to provide your personal information and the dates concerned as well as the nature of any information that you provided. Should you wish to, a Subject Access Request can be submitted for free, and our response will be free. During a Subject Access Request, we will use reasonable efforts to respond promptly to such a request, and will endeavour to respond within 1 month of receiving a verified Subject Access Request. We will respond to any Subject Access Requests in a similar format to the submitted request. We may contact you for follow up information and depending on the subject of your enquiry, may share your enquiry with our trusted partner, Lodestone Marketing Ltd. Except where required by law, we cannot ensure a response to questions or comments regarding topics unrelated to this policy or our privacy practices.

How to complain

If you wish to raise a complaint on how we have handled your personal information, you can contact our Data Protection Officer who will investigate your concerns. If you are not satisfied with our response or believe we are not processing your personal information in accordance with the law you can complain to the Information Commissioner's Office (ICO).

Our Data Protection Officer can be contacted by writing to:

Data Protection Officer
Westfield Vets
Westfield Veterinary Centre
Westfield Road
Wells
BA5 2HS
01749 673 239

Changes to this policy

We may update this policy periodically to reflect the latest view of what we do with your personal information. We reserve the right to modify, add or remove portions of this privacy policy at our discretion. Please check back frequently, you will be able to see if changes have been made by the date this policy was last updated.

Last updated: 02-02-2018