

Penn Farm Podiatry Privacy Policy

Introduction

Preserving your privacy is key. We respect your privacy rights and follow data protection laws. We receive certain personal information about you when you attend an appointment, purchase something or contact us with a query. This includes your name, postal address, email address, phone number and medical information.

The European General Data Protection Regulation (GDPR) and other local data protection laws guard how this kind of personal information is collected and used, and protect the privacy rights of the public. Under these laws, you are entitled to certain information, including when, why, how, by whom, and for what purpose personal information is collected, used, and shared.

Information we collect

To aid your treatment or as part of purchasing something from Penn Farm Podiatry you will normally provide us with certain information, such as your name, email address, postal address, medical information and payment information. We will store your information on an electronic patient record and diary system which is fully password protected.

Why we need your information and how we use it

- It is necessary to provide our services. For example, we use your information as part of your assessment and treatment and to provide you with support. Clinical notes support our care of you.
- We store your consent, which you are able to revoke at any time.
- We have a legal obligation to retain information. For example, retaining information about your purchases is required by tax law.

Marketing we undertake for the business

Penn Farm Podiatry uses Mailchimp to send email newsletters with information that may be of benefit. Upon your email address being added to our patient management system, Mailchimp will send an invitation asking you to opt into marketing. If you do not respond, your email address is not used for marketing. If you do opt in, you are able to unsubscribe at any time by clicking the “unsubscribe” link on the email.

Unsubscribing to the email newsletter will not stop your appointment confirmation and reminder emails being sent to you.

Information sharing and disclosure

Information about our patients/customers is important to our business. We share your personal information for very limited reasons and in limited circumstances, as follows:

- With your consent we will share information with medical professionals such as your GP or consultant to allow continuity of care.
- Service providers. We engage certain trusted third parties to perform functions and provide services to our business, such as external reception services and patient management systems. We will share your personal information with these third parties, but only to the extent necessary to perform these services.
- Business transfers. If Penn Farm Podiatry is sold or merged, we may disclose your information as part of that transaction but only to the extent permitted by law and with your knowledge.
- Compliance with laws. We may collect, use, retain, and share your information if we are legally required to.

Data retention

We retain your personal information only for as long as necessary to provide you with my services and as described in our Privacy Policy. However, we may also be required to retain this information to comply with our legal and regulatory obligations, to resolve disputes, and to enforce our agreements.

The retention of podiatry records is normally a minimum of 8 years after the last appointment. For children and young person under the age of eighteen, it is until their twenty-fifth birthday. For mentally disordered persons (within the meaning of the Mental Health Act 1983), it is for twenty years after the last treatment. For customers who are not patients but may have bought products from my business we will keep any data you may have provided for a minimum of 6 years in line with tax legislation.

Transfers of personal information outside the EU

We may store and process your information through third-party hosting services in the US and other jurisdictions. As a result, we may transfer your personal information to a jurisdiction with different data protection and government surveillance laws than your jurisdiction. If we are deemed to transfer information about you outside of the EU, we rely on Privacy Shield as the legal basis for the transfer, as X Cloud is Privacy Shield certified.

Your rights

You have a number of rights in relation to your personal information. While some of these rights apply generally, certain rights apply only in certain limited cases. We describe these rights below:

- Access. You have the right to access and receive a copy of the personal information we hold about you by contacting us using the contact information below.
- Change, restrict, delete. You may also have rights to change, restrict our use of, or delete your personal information. In the case of health records these are normally exempt from change and deletion requests.
- Object. You can object to (i) our processing of some of your information based on our legitimate interests and (ii) receiving marketing messages from us after providing your express consent to receive them. In such cases, we will delete your personal information unless we have compelling and legitimate grounds to continue using that information or if it is needed for legal reasons.
- Complain. If you wish to raise a concern about our use of your information (and without prejudice to any other rights you may have), you have the right to do so with the Information Commissioner www.ico.org.uk

How to contact us

For purposes of the GDPR, I, Hannah Roberts, am the data controller of your personal information. If you have any questions or concerns, you may contact me at info@pennfarmpodiatry.co.uk. Alternately, you may mail me at: Penn Farm Podiatry, 3A Penn Farm Studios, Harston Road, Haslingfield, CB23 1JZ.