
PRIVACY POLICY

in respect of

Zoe Hyde Podiatry

Privacy Policy

www.zoehydepodiatry.com (**Website**) is brought to you by Zoe Hyde Podiatry, (**'we' or 'us'**) whose email address is zoe.hyde.uk@gmail.com, or phone number is 07925826655. The clinic address is Zoe Hyde Podiatry at Framlingham Physiotherapy Practice, Catherine House, 22 Weels Close Square, Framlingham, Suffolk IP13 9DS.

Why you should read this policy

We take the privacy of our patients and visitors to our Website (**you**) very seriously. Please read this privacy policy (**Policy**) carefully as it contains important information about how your personal data will be used.

For the purposes of the Data Protection Act 1998, the GDPR and the Data Protection Bill when in force and all other relevant legislation, Zoe Hyde is the 'data controller' (is responsible for, and controls the processing of, your personal data).

Personal data we may collect about you

Information that you provide

Personal information about you (such as your name, email address, phone number) will be obtained, whenever you/I complete patient forms, send feedback, post material, contact us for any reason and by any medium, i.e. Phone calls, text messages or emails.

We will ask you to provide sensitive personal data before providing any treatments or services to you.

We may retain a record of any contact you make with us.

Personal Information about other individuals

If you give us information on behalf of someone else, you confirm that the other person has appointed you to act on his/her behalf and has agreed that you can:

- give consent on his/her behalf to the processing of his/her data;
- receive on his/her behalf and data protection notices;
- give consent to any transfer of his/her data;

Information from third parties

Occasionally we may receive information about you from other sources (such as your GP or other healthcare professionals), which will be added to the information already held about you in order for us to help supply our services and products to you.

How your personal data will be used

We will use your personal data for the following purposes:

- to help identify you and your patient records held with us;
- administration;
- marketing—see 'Marketing and opting out', below;
- to notify you of any changes to the Website or to our services or products that may affect you;
- improving our services and products.

Marketing and opting out

If you give your consent, we may occasionally share your personal data with organisations who are our business partners and we or they may contact you (unless you have asked us or them not to do so) by mail, telephone, sms, text/picture/video message, email, about products, services, promotions, special offers and charitable causes that may be of interest to you. If you prefer not to receive any further direct marketing communications from us or our business partners, you can opt out at any time. See further 'Your rights,' below.

The Website may contain links to other websites or apps which we or our partners own, or websites or apps of our partners or third parties. Please note that if you follow any of these links, the websites, apps and services provided through them will have their own privacy policies/terms of use. We do not accept any responsibility or liability for their respective privacy policies/terms of use or the collection and use of any personal data collected through these websites, apps or services. Please ensure that you review the relevant privacy policies/terms of use prior to providing any personal data to, or using these websites, apps and services.

Disclosure of your personal data

We may disclose your personal data to:

- All healthcare practitioners who work at Zoe Hyde Podiatry.
- Your doctor, GP or other medical professionals;
- other companies or businesses that become partners with Zoe Hyde Podiatry;
- a third party who acquires substantially all of Zoe Hyde Podiatry assets, in which case the personal data shall be one of the acquired assets;
- law enforcement and regulatory agencies in connection with any investigation to help prevent unlawful activity or as otherwise required by applicable law;
- business partners in accordance with the 'Marketing and opting out' section above

Keeping your data secure

We will use technical and organisational measures to safeguard your personal data, for example:

- We will store all written patient notes in a lockable cabinet when not in use;
- We will store any electronic personal data (e.g. Patient letters, email correspondence) on password protected devices and secure third party servers

While we will use all reasonable efforts to safeguard your personal data, you acknowledge that the use of the internet is not entirely secure and for this reason we cannot guarantee the security or integrity of any personal data that are transferred from you or to you via the internet.

Transfers of data out of the EEA

We will make reasonable efforts to ensure that your data is not transferred outside the European Economic Area (**EEA**). Where we use data servers that may transfer data out of the EEA we will take steps to ensure adequate protections are in place to ensure the security of your information and give you remedies in the unlikely event of a security breach.

All information you provide to us is stored with secure data processors for the purposes of storing your data, accounting purposes and social media purposes for example. A copy of your information is also stored securely on our internal server and computers where access is restricted.

Please note that any processors we utilise that may transfer your data to the US, comply with the **EU-US Privacy Shield Framework**, which is a mechanism that ensures compliance with EU data protection requirements when transferring personal data from

the European Union to the United States. You can learn more about Privacy Shield here: <https://www.privacyshield.gov/welcome>

While we will use all reasonable efforts to safeguard your personal data, you acknowledge that the use of the internet is not entirely secure and for this reason we cannot guarantee the security or integrity of any personal data that are transferred from you or to you via the internet. If you have any particular concerns about your information, please contact us using our contact details at the bottom of this policy.

What you can do to keep your information safe

If you want detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit www.getsafeonline.org. Get Safe Online is supported by HM Government and leading businesses.

Monitoring

We may monitor and record communications with you (such as telephone conversations and emails) for the purpose of quality assurance, training, fraud prevention and compliance.

Your Consent and Rights of Access

We will only collect and store information about you as detailed above. You will be provided with opportunities to consent to this Privacy Policy and marketing when you provide your personal details to us.

You can change your mind or remove or amend your consent at any time.

- You have the **right of access** to your personal records or other information that we hold about you. There is no administrative charge for this service.
- You have the **right to rectify any errors** in the data we hold about you. If any data or information we hold about you is inaccurate, or out of date, please contact us and we will correct this immediately.
- You have the **right to have the data we hold about you erased**.
- If you wish us to continue to store your information but **wish us to keep your data separate** and not process it in any way, please let us know and we will do so.
- You have the right to ask us to **stop processing your personal data for direct marketing purposes**. You may also specify that you object to direct marketing

by particular channels such as by email or telephone. If this is the case, please specify the channels you are objecting to in your communications with us.

- You have the **right to data portability**. If you wish to obtain your data for your own purposes across different services, we will provide this information to you in a CSV file. There is no administrative charge for this service.
- You have the **right to object to any direct marketing**.

To revise your consent, access, amend or remove your records or assert any of your rights set out above, you should send your request in writing to us at zoe.hyde.uk@gmail.com.

You will need to provide proof of identity and address (eg a copy of your driving licence or passport, and a recent utility or credit card bill); and specify the personal data you want access to, amended or removed.

How long we will store your data??

We will store your data for as long as necessary for the purpose of processing and as required by relevant legislation for the storing of health care records. The data will be deleted in the following circumstances:

- You have withdrawn your consent to data processing
- The original purpose for processing the data is no longer relevant or cannot be performed any more.
- The data is no longer up to date or accurate.

Children

Should you be under the age of 16 and have any questions about this Privacy Policy, please contact us using the details below and we shall be happy to explain how we use and process your data.

Our contact details

We welcome your feedback and questions. If you wish to contact us, please send us an email to zoe.hyde.uk@gmail.com. You can also call us on 07925826655.

Changes to this privacy policy

We may change this Policy from time to time. You should check this policy frequently to ensure you are aware of the most recent version that will apply at the time. The most up to date version will be available on our website, www.zoehydepodiatry.com.

Data Protection Supervisory Authority

The Data Protection Supervisory Authority in the UK is the Information Commissioners Office. Should you have any complaints about the way we handle your data, you may direct them to the ICO. More information on the ICO can be found on their website here: <https://ico.org.uk>