

15 Curzon Street  
Calne  
Wiltshire  
SN11 0DB  
Tel: 01249 812715



Andrews Court  
The Green  
Lyneham  
Wiltshire  
SN15 4PD  
Tel: 01249 890358

## The White Horse Veterinary Clinic

[www.whitehorse-vets.co.uk](http://www.whitehorse-vets.co.uk)  
reception.whvc@gmail.com

### **White Horse Veterinary Clinic Privacy Policy**

White Horse Veterinary Clinic is committed to protecting and respecting your privacy

This Policy explains when and why we collect personal information about people who visit our practice or our website, how we use this data, the conditions under which we may disclose it to others and how we keep it secure.

We may update this Policy from time to time so please check this page periodically to ensure that you're happy with any changes. By using our website and services you are agreeing to be bound by this policy.

If you have any questions about our privacy policy please contact us by email to [reception.whvc@gmail.com](mailto:reception.whvc@gmail.com) or alternatively, you can telephone 01249 812715.

#### **About us:**

White Horse Veterinary Clinic is an independent veterinary practice with the main surgery at 15 Curzon Street, Calne, Wiltshire, SN11 0DB and our branch surgery at Andrews Court, The Green, Lyneham, Wiltshire, SN15 4PD

#### **Lawful basis for processing your data:**

Organisations are permitted to process data if they have a legal basis for doing so. White Horse Veterinary Clinic processes data on the basis that as your chosen veterinary surgery, we have a legitimate interest in processing your data. This includes some or all the following:

- To enable us to provide our veterinary services to clients
- Where the processing enables us to enhance and personalise our services and communication for the benefit of our clients

- To provide communications including postal, text or email which we think will be of interest to you
- To better understand how people interact with our websites

**and/or**

- To communicate our offers and promotions (with your consent)

**and/or**

- It is necessary in relation to a contract or agreement which you have entered into such as our Premier Pet Care Plan

**Information we collect about you:**

We obtain information about you when you use our website, for example, when you contact us about registering your pet, booking online, finding out more about products and services or if you register to receive our newsletter.

**The type of information we collect:**

The personal information we collect might include your name, address, email address, IP address, and information regarding what pages are accessed and when.

**Cookies:**

Our website does not store cookies

**How do we use your information?**

We may use your information to:

- process orders that you have submitted
- contact you about your pet's treatment
- contact you about promotions or offers
- carry out our obligations arising from any contracts entered between you and us
- seek your views or comments on the services we provide

- notify you of changes to our services
- send you communications, which you have requested, and that may be of interest

### **How long do we store your data?**

We review our data retention periods for personal information on a regular basis. We are legally required to hold some types of information to fulfil our statutory obligations (for example our healthcare plan provider). We will hold your personal information on our systems for as long as is necessary for the relevant activity (i.e. for as long as you are a client +7 years or immediately if you request to be deleted), or for as long as is set out in any relevant contract you hold with us (i.e. Premier Pet Care Plan)

### **Where do we store your personal data?**

We store our data locally on our backup medium and data is also stored on cloud storage on the internet using 256bit encryption which is the best that is currently available.

### **Disclosure of your information**

We will not sell or rent your information to third parties or share your information with third parties for marketing purposes.

We may pass your information to our third-party service providers for the purposes of providing services to you (for example to send you appointment reminders). However, when we use third party service providers, we disclose only the personal information that is necessary to deliver the service and we have a contract in place that requires them to keep your information secure and not to use it for their own direct marketing purposes. We will not release your information to third parties unless you have requested us to do so or we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime.

### **Links to other websites**

Our website may contain links to other websites run by other organisations. We cannot be responsible for the privacy policies and practices of other sites even if you access those using links from our website.

If you linked to our website from a third-party site, we cannot be responsible for the privacy practices of the operators of that third-party site and recommend that you check their policy.

## **Your rights**

- You have a choice about the type of information you receive from us. As a client of our services, you understand and agree that personal information you provide will be held on a database operated by us and we will contact you about your pet's treatment using your preferred method of communication.
- You have the right to access information held about you. If you wish to see a copy of your data, please contact us. We will provide this data within a few days (not exceeding one month).
- You have the right to request the movement of your data from one surgery to another. We will only transfer data to another surgery with your consent.
- The accuracy of your information is important to us. If you change email address, or any of the other information we hold is inaccurate or out of date then please let us know.
- We will only send you direct marketing communications by email, phone or text message about new products and services if you have consented to receive them. We will ask you to confirm your consent to receive direct marketing when you first register with us..
- You can change your marketing preferences at any time by contacting us by email: [reception.whvc@gmail.com](mailto:reception.whvc@gmail.com), or telephone: 01249 812715 or by going to our website and logging on to your Pet Portal.
- You have a right to complain to the ICO if you think there is a problem with the way we are handling your data.

## **Changes to our privacy policy**

This Policy was last updated in May 2018.