

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 located at 15 Curzon Street, Calne, Wiltshire, SN11 0DB and our branch surgery is located at Andrews Court, The Green, Lyneham, Wiltshire, SN15 4PD

We protect the health and well-being of your pets, offering a range of services that include: diagnosing and treating sick and injured animals, advising owners on the right animal care, and providing a range of care related products for purchase

#### **Who to contact regarding your personal data:**

We take your privacy seriously. Our Data Protection Manager looks after data protection and would be happy to answer any of your questions about this privacy notice and how White Horse Vets uses your data. They can be contacted directly at [reception.whvc@gmail.com](mailto:reception.whvc@gmail.com) or on 01249 812715/890358

### **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

### **To register your account as a surgery client:**

In order to provide our service effectively and ensure the best possible care for your pet, we need to collect and process the following personal data when we register you as a client.

<b>Personal data type</b>	<b>how the data is collected</b>
Title, First name, Last name	as part of registering to be a client
Address	as part of registering to be a client
Phone numbers; home, mobile, work	as part of registering to be a client
Email address	as part of registering to be a client

This personal data will be used for the following services and purposes:

To administer your account and provide the products and services you have requested from us. For example, invoicing, calling to change an appointment and to keep a record for legal and accounting purposes.

- To inform you by email of service information about the practice. For example, notification of seasonal opening times or changes to out of hour's availability.

- If you have pet insurance and you wish to make a claim, we will pass on your animal's clinical history with your name and address to your insurance company to allow them to process your claim.
- If we take a sample from your pet, we may use an external laboratory (if unable to test on site) and send the sample to our supplier and provide your surname for identification purposes only.
- If you decide to purchase our healthcare plan and pay by direct debit, you will also need to provide bank account details to set up and confirm your direct debit. We do not retain this information once your direct debit is confirmed.

#### **To send you marketing communications as a surgery client**

We like send our clients the following marketing communications:

The option for receiving these communications are given at the time of registration and can be altered at any time.

- Reminders for animal vaccinations and administering preventative healthcare treatments.  
(Although we provide this service we can not take responsibility should any reminder fail to reach you.)
- Reminders for appointments
- Notification of medications being ready to collect

Clients find these communications useful in administering care to their pets. They are only sent to existing clients who can opt-out at any time.

The personal data that we process for these communications is your name, email address and mobile phone number and in some cases your address.

We would like our clients to enjoy these communications, so it is important to note that you can opt-out at any time by:

Calling our team at the surgery on 01249 812715/890358.

Or by dropping into the surgery and speaking to a member of our team.

### **To share with veterinary related 3rd parties WITH your consent**

There will be occasions where we will need to ask for your consent to share your personal data with 3rd party:

If you would like your pet to be referred to a specialist veterinary surgeon, we will provide them with your animal's clinical history with your name, address, and email and telephone numbers to enable them to confirm your referral appointment.

Should you wish to move to an alternative veterinary surgery, we will provide your animal's clinical history with your name, address, and email and telephone numbers to your new vets before closing your account.

Should you wish to microchip your pet, we register your name, address, email and contact numbers with the chip provider. Note that chipping dogs is a legal requirement and we share your personal data in this case under a legal obligation to do so.

Should you wish to purchase an ID tag, we will provide your name, address, contact numbers (any other details requested on the tag) for the identification for posting and the engraving by our tag provider.

White horse Vets will not pass on your personal data to any third parties without your consent unless the law requires us to do so. We do not provide any personal data to the suppliers of the medicines we administer or the pet care products we sell.

### **When you use our websites – [www.whitehorse-vets.co.uk](http://www.whitehorse-vets.co.uk)**

When someone visits our sites we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behavior patterns. We do this to find out things like the number of visitors to the various parts of the website. This information is processed in a way which does not identify anyone.

White Horse Vets uses a third party service to help maintain the security and performance of our website. To deliver this service it processes the IP addresses (a number assigned to each of your devices connected to the internet by your broadband provider) of visitors to White Horse vets

We provide feedback forms and repeat prescription request forms on our website along with a link to book an appointment online which collects users' personal information. Each form details the information required and an explanation of what the form is for. For general enquiries, once an enquiry has been dealt with, the data is deleted in line with White Horse vets procedures.

## **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.

## **Cookies:**

Our website does not store cookies

## **Disclosure of personal data to our service providers**

We may pass on your personal data to service providers contracted to White Horse Vets in the course of dealing with you. They act as a data processor on our behalf and are obliged under contract to keep your details secure, and only use them to fulfil the services they provide on our behalf. When they no longer need your data to fulfil this service, they dispose of it in line with our procedures.

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

White Horse Vets is required to retain information in accordance with the law, such as information needed for income tax and audit purposes.

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.

## **Third party marketing**

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.

### **Your rights as a data subject**

At any point while we are in possession of or processing your personal data, you the data subject, have the following rights:

Right of access – you have the right to request a copy of the information that we hold about you.

You can do that by calling 01249 812715/890358. If we do hold information about you we will:

give you a description of it;

tell you why we are holding it

tell you who it could be disclosed to; and

let you have a copy of the information in an intelligible form.

Please note that you will need to provide proof of identity – a current passport or driving license.

Right of rectification – you have a right to correct data that we hold about you that is inaccurate or incomplete.

Right to be forgotten – in certain circumstances you can ask for the data we hold about you to be erased from our records.

Right to restriction of processing – where certain conditions apply to have a right to restrict the processing.

Right of portability – you have the right to have the data we hold about you transferred to another organization.

Right to object – you have the right to object to certain types of processing such as direct marketing.

Right to object to automated processing, including profiling – you also have the right to be subject to the legal effects of automated processing or profiling.

Right to judicial review: in the event that White Horse vets refuse your request under rights of access, we will provide you with a reason as to why. You have the right to complain as outlined below.

### **Complaints**

We take the processing of your personal data very seriously and are here to help with any concerns you may have. Please do contact the Data Protection Manager at [reception.whvc@gmail.com](mailto:reception.whvc@gmail.com) or call 01249 812715/890358.

If you are still not happy with how your personal data is being processed by us or with how your complaint has been handled, you also have the right to lodge a complaint directly with the Information Commissioners Office at <https://ico.org.uk/concerns/> or by calling 0303 123 1113.

### **Changes to our privacy policy**

This Policy was last updated in January 2021.