



## **Privacy Notice Portland Vets**

April 2024

This Privacy Notice tells you how Portland Vets will collect and process your personal data if you register as a client, purchase our services and products, and use our website and the specific legal basis we use to process this data.

### **About us**

Portland Vets is an independent animal veterinary practice comprised of three surgeries (East Grinstead, Edenbridge and Horley), headquartered in East Grinstead, West Sussex. 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 pet care, and providing a range of care-related products for purchase.

We provide tailored, individual care to each of our patients by having skilled and experienced clinical staff with up-to-date knowledge and varied areas of interest. We prioritise preventative healthcare and animal wellbeing and invest in modern equipment and facilities which allows us to offer our clients a wide range of treatment options.

We meet the needs of our clients by providing excellent customer service, holding consultations by appointment throughout the day, being transparent with our fees and creating an open, friendly atmosphere that enables effective communication.

### **Portland Vets – where we are and how to contact us**

#### **East Grinstead (Head office)**

27 Portland Road, East Grinstead, West Sussex, RH19 4EB

Tel: [01342 327799](tel:01342327799)

Email: [welcome@portlandvets.co.uk](mailto:welcome@portlandvets.co.uk)

#### **Edenbridge**

Shefts Croft, Mill Hill, Edenbridge, Kent TN8 5DB

Tel: [01732 868680](tel:01732868680)

Email: [edenbridge@portlandvets.co.uk](mailto:edenbridge@portlandvets.co.uk)

#### **Horley**

8 Sangers Mews, Horley Row, Horley, Surrey RH6 8DH

Tel: [01293 782684](tel:01293782684)

Email: [horley@portlandvets.co.uk](mailto:horley@portlandvets.co.uk)

## Who to contact regarding your personal data

We take your privacy seriously. Our Data Protection Manager, Valerie Steel Dip.AVN (surg) RVN, looks after data protection for Portland Vets and would be happy to answer any of your questions about this privacy notice and how Portland Vets uses your data. They can be contacted directly at [welcome@portlandvets.co.uk](mailto:welcome@portlandvets.co.uk) or via reception on 01342 327799.

## The personal data we collect and process

We are only allowed to use personal information about you if we have a lawful basis to do so, and we are required to inform you what that lawful basis is, the personal information we collect from you and how we use it.

In some circumstances we can use your personal information if it is in our legitimate interest to do so if we have told you what that legitimate interest is. A legitimate interest is when we have a business or commercial reason to use your personal information which, when balanced against your rights, is justifiable under the UK GDPR.

There are four main ways we process the personal data you provide. We endeavour to keep this information accurate and up to date, and not keep it longer than is necessary.

### 1. To administer your account as a surgery client

**Legal basis: Contract.** This data is processed to meet our contractual obligations as part of delivering our services to you.

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.

Personal data type	How the data is collected
First name, Last name	As part of registering to be a client
Address	As part of registering to be a client
Phone number (home and mobile)	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 hours availability.
- If you have pet insurance and you wish to make a claim, we will pass on your pet's clinical history with your name and address to your insurance company to allow them to process your claim.

- If we take a blood sample from your pet, we send the sample to our supplier and provide your surname for identification purposes only

## 2. To send you marketing communications as a surgery client

**Legal basis: Legitimate Interests.** This data is processed to enable us to communicate engaging information to existing customers that promotes excellent care and high welfare standards for their pets. In choosing Legitimate Interests as the legal basis for this processing we have carefully balanced Portland Vets' interests against those of the individuals in receipt of the marketing communications.

We send all our clients the following marketing communications:

- News information on animal welfare, like top tips for exercise and health checks you can do yourself.
- Promotions and the latest related product offers.
- Invitations to Practice events.

Clients find these communications useful in administering care to their pets and to keep up to date with what is going on at the surgery. They are **only sent to existing clients who can opt-out at any time.**

The personal data that we process for these communications is first name, email address and mobile phone number.

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

- Clicking the 'Unsubscribe' link in any marketing communications email.
- Calling our team at the East Grinstead (head office) surgery on 01342 327799.
- Dropping into any of the surgeries (East Grinstead, Edenbridge and Horley) and speaking to a member of our team who will action the suppression of future marketing communications as soon as is practicable.

## 3. To share with veterinary related 3<sup>rd</sup> parties WITH your consent

**Legal basis: Consent.** This data is processed to enable us to communicate effectively and in a timely way with third parties and your express verbal or written consent will be required.

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

- If you would like your pet to be referred to a specialist veterinary surgeon, we will provide them with your pet's clinical history with your name and address to enable them to confirm your referral appointment.
- Should you wish to move to an alternative veterinary surgery, we will provide your pet's clinical history with your name and address to your new vets before closing your account.

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

Portland 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.

#### 4. When you use our [www.portlandvets.co.uk](http://www.portlandvets.co.uk) website

We provide contact forms on our website and collect users' personal information to help them complete certain tasks. Each form details the information required and an explanation of what the form is for.

Website form	Personal Data Type	Legal basis
New client registration	First name, last name, email, mobile	Contract
Sign up to news	First name, last name, email, mobile	Legitimate Interests
Sign up for wellness plans	First name, last name, email, mobile	Contract
Sign up to Crawley build updates	First name, last name, email, mobile	Contract

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**Legal basis: Legitimate Interests.** This data is processed to enable us to communicate engaging information to existing customers that promotes excellent care and high welfare standards for their pets. In choosing Legitimate Interests as the legal basis for this processing we have carefully balanced Portland Vets' interests against those of the individuals in receipt of the marketing communications.

#### **For information – no personal data is processed**

When someone visits [www.portlandvets.co.uk](http://www.portlandvets.co.uk) we use a third-party service, Google Analytics, to collect standard internet log information and details of visitor behaviour 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.

We use cookies, which are small text files that are placed on your computer when you visit. We do this to make our website work more efficiently and to promote our news, products, and services on social media. Visit <https://portlandvets.co.uk/cookies> to manage your cookie settings and view more information on how we use them and why.

Portland 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 the Portland Vets' website.

## Disclosure of personal data to our service providers

We may pass on your personal data to service providers contracted to Portland 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 Portland Vets' procedures.

## How long do we process your data for?

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

To comply with our professional liability insurance, we keep and securely store past clients records for seven years. This includes full name, address, email address and telephone number, but excludes bank account details.

We will only process your personal data whilst you are a client. After two years of inactivity, we will email or call clients to prompt them to see if they wish to remain as a client. After three years we will write to or call clients again. If there has been no activity for four years, and no response to our enquiries we will close the client's account and archive the data.

## 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 emailing us at [welcome@portlandvets.co.uk](mailto:welcome@portlandvets.co.uk) or by calling reception (East Grinstead) on 01342 327799. 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 licence.

- **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 organisation.
- **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 Portland Vets refuses 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 Valerie Steel Dip.AVN (surg) RVN, the Data Protection Manager, at [welcome@portlandvets.co.uk](mailto:welcome@portlandvets.co.uk) or by calling reception on 01342 327799.

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

