



Privacy Notice

Brookfield Veterinary Practice Ltd (“We”) are committed to protecting and respecting your privacy.

This policy sets out how we handle personal data we have about you.

For the purpose of data protection laws (the Data Protection Act 2018, the UK General Data Protection Regulation, and the Privacy and Electronic Communications Regulations 2003), the data controller is Brookfield Veterinary Practice, whose registered office address is at 1 Old Eign Hill, Hereford, HR1 1TU.

What information we collect from you and why

When you register your pet in surgery you will be asked for some essential information including your title, first name, surname, contact details, and insurance details if applicable. These details are collected either in person, by telephone or online. In order to handle this data, we must have what is called a ‘lawful basis’. We have grouped the activities under each lawful basis below.

Necessary for contract

When you ask us to register you or provide care to your pet, we need information to fulfil our obligations. In order to do that, we need to:

- Register your details as a new client or update your details if they have changed
- Register your pet on health plans
- Make appointments
- Process the fees due for any treatment
- Contact you about your pet, your account or credit status where required
- Speed up your form filling processes if you've registered online
- To carry out any other obligations arising from any contracts between you and us
- Disclose information to assist legal or debt recovery processes (where applicable)

Legitimate interests

This is where we have a generally good reason to do something, and it doesn't have an unfair negative impact on people. We may:

- Ask you to complete client questionnaires so we can monitor and improve our services, although you do not have to respond to them

- Enhance your experience by delivering a more personally tailored service
- Respond to any issues or queries
- Notify you about changes to our service
- If you contact us, we may keep a record of that correspondence
- To provide you with information, products, reminders and services that you request from us or which we feel may interest you
- We may monitor and record communications with you (including phone conversations and emails) for quality assurance and compliance

How we protect your information

- All information you provide to us is stored on our secure cloud server
- Having in place strict security procedures for the storage and disclosure of your information to prevent unauthorised access
- When information is in our possession, we use strict measures to prevent unauthorised access. Please be aware that if you need to provide us with particularly sensitive data, transmission of information through the internet is not completely secure.

Use of cookies

Cookies are small files saved to the hard drive of the user's device, which track, save and store information regarding the user's interactions and usage of the website. This enables the website, through its server, to produce a more tailored experience for site users.

Most modern browsers allow you to control your cookie settings. You can disable them completely by editing your browser settings, however in doing this you may be limiting the functionality that is displayed on our website.

Your Rights

You have several rights under data protection laws. These are the rights to ask us:

- for a copy of the data we hold about you;
- to erase the data we hold about you;
- to consider an objection to how we use data about you (including objecting to any marketing)
- to correct factually inaccurate data; and,
- to restrict how we use your data.

You have the right to ask us not to process your personal data for marketing purposes. We will inform you if we intend to use your data for such purposes. You can exercise your right to prevent such processing by not checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us at hereford@brookfieldvets.co.uk

Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we are not responsible for the practices of any third parties. Please check these policies before you submit any personal data to these websites.

Contact

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to hereford@brookfieldvets.co.uk

While we would always ask that you contact us directly with your concerns, you have the right to make a complaint to the Information Commissioner's Office (ICO) as the supervisory authority for data protection in the UK. The ICO's details are:

Information Commissioner's Office

Water Lane

Wilmslow

Cheshire SK9 5AF

Website: www.ico.org.uk

Telephone: 0303 123 1113

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