



## **Privacy Statement**

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

This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it.

For the purpose of the Data Protection Act 1998 (the Act), 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, postal address, email address, insurance details if applicable and telephone number. You may also be requested to give your details for other reasons. These details are collected either in person, by telephone or online, to help us:

- Register your details as a new client or update your details if they change
- 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
- Disclose information to assist legal or debt recovery processes (where applicable)
- Speed up your form filling processes if you've registered online (where applicable)
- We may also ask you to complete client questionnaires, this is 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
- To carry out our obligations arising from any contracts entered into between you and us

- To allow us to contact you in any way (including mail, email, telephone, visit, text or multimedia messages) about products and services offered by us and selected partners unless you have previously asked us not to do so
- 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
- Keeping your information up-to-date and accurate. Please note that, to do this, we require you to tell us if any of your details such as your name or address change
- Having in place strict security procedures for the storage and disclosure of your information to prevent unauthorised access
- Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

## **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. "Assumed consent" is used - if the user is unhappy about the use of cookies they can simply leave the website.

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 and also a large population of websites on the internet that use cookies to serve their content.

## **Your Rights**

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party 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 [brookfieldvets@hotmail.com](mailto:brookfieldvets@hotmail.com)

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 do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

## **Access to Information**

The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. Any access request may be subject to a fee of £10 to meet our costs in providing you with details of the information we hold about you.

## **Contact**

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to [brookfieldvets@hotmail.com](mailto:brookfieldvets@hotmail.com)