



This formal document is required by new GDPR regulations, and sets out how we might use your data and how you can manage that. We have no wish to use your data in any way other than you would wish, but only to inform you and enable Noah's Ark Veterinary Clinic to care for your animals effectively. We have no plans to do any major marketing campaign, but would like the opportunity to make you aware of special offers and changes to the services we offer now and in the future.

But the choice is yours!

Noah's Ark Veterinary Clinic Dunstable Privacy Policy

- 1) This privacy policy sets out how Noah's Ark Veterinary Clinic uses and protects any information that you give to the practice when you use any of the practice's services. Noah's Ark Veterinary Clinic is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified, then you can be assured that it will only be used in accordance with this privacy statement.
- 2) Noah's Ark Veterinary Clinic may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 26th May 2018.
- 3) 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 why we may need some personal data and how we will treat it when you consent to us processing it.
- 4) For the purpose of the Data Protection Act 1998 and the General Data Protections Regulation (Regulation (EU) 2016), and any amending or superseding legislation within the United Kingdom, the responsible person for your personal data is: The Data Controller, Noah's Ark Veterinary Clinic, 54 High Street South, Dunstable, Bedfordshire. LU6 3HD.

What we will collect:

We may collect the following information:

- Name and Title
- Contact information, including address, email address and/or phone number or other contact details
- Information about the animal(s) we are being requested to treat and other information to assist about housing conditions and management, and other in-contact animals
- History from previous Veterinary Practices where an animal has been treated to assist best practice and animal welfare
- When more than one person may request treatment or investigation, or if there is shared ownership, we will need to have that information
- Financial information relevant to services provided by Noah's Ark Veterinary Clinic
- If there are any circumstances where we could provide a better service such as additional assistance being required, or personal health information which could make some treatments unsafe for in-contact people
- Information you have agreed for your insurance company, other veterinary practice's, veterinary laboratories or referral veterinary centres to share with Noah's Ark Veterinary Clinic
- Other information relevant to customer surveys and/or offers

What we do with the information we gather:

We may use it for:

- Internal record keeping
- To improve our products and services
- We may periodically send promotional emails about relevant new services, special offers or other information which we think you may find interesting using the email address which you have provided
- We will never share your information with any third party other than providers of the payment systems we use as these are essential for providing the service of veterinary health care
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail. We may use the information to customise the website and our services according to your interests.
- We keep what we are required by law to do for regulatory purposes

Security:

- We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable

physical, electronic and managerial procedures to safeguard and secure the information we collect from you

If you consent to us collecting your personal data, then we may collect and process the following data about you:

Information you give us: This information about you that you give to us by filling in forms at the above practice or by corresponding with us by phone, email or letter. It includes information you provide when you register to use our practice, subscribe to our services, newsletters and offers. The information you give us may include your Name, Address, Email address, phone number, financial information, personal descriptions and photograph.

Information we collect about you: With regard to each of your visits to our practice we will automatically collect the following details, Name, Address, Contact telephone numbers and Email address.

Information we receive from other sources: This is information we receive about you from Insurance Companies, Referral Veterinary Centres and Veterinary Practices. In this case we will have informed you when we collected the data if we intend to share those data internally or combine it with data collected at the Practice.

Information we collect about you: We will use this information to contact you regarding new events and offers.

Information we receive from other sources: We will combine this information with information you have given to us and information we have collected about you. We will use this information and the combined information for the purposes set out above (depending on the types of information we receive).

Disclosure of your information:

You agree that we have the right to share your personal data with:

Any member of the Practice(s) for the purpose of the business of the Practice, and with third parties such as: Veterinary Insurance Companies, Veterinary Referral Centres, other Veterinary Practices and Consultants.

We may disclose your personal information to third parties:

- In the event that we sell or buy any business assets, in which case we will disclose your personal data to the prospective seller or buyer of such business or assets
- If Noah's Ark Veterinary Clinic or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of use and other agreements, or to protect the rights, property or safety of

Noah's Ark Veterinary Clinic, our customers, or others. This includes exchanging information with other companies and organisations for the purpose of fraud protection and credit risk reduction.

Where we store your information:

The data we collect from you will not be transferred to, or stored at, a destination outside the European Economic Area (EEA). It will not be processed by staff operating outside the EEA.

Your Rights:

You have the right to ask us not to process your personal data.

- We will inform you (before collecting your data) if we intend to use your data for marketing 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 consenting to having your personal data processed by us or checking certain boxes on the forms we use to collect your data in order to restrict how we may use your personal data. If we do not have certain relevant personal data it may limit the service we are able to provide, as explained in 'what we collect' paragraph above.
- If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to the Data Controller or emailing us at: accounts@noahsarkvets.co.uk or if anything in the data we hold is not correct or has changed, as soon as you are aware. We will correct any information found to be incorrect as soon as possible. We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting only if you tell us that you wish this to happen.
- You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please write to: the Data Controller, Noah's Ark Veterinary Clinic, 54 High Street South, Dunstable, Bedfordshire. LU6 3HD

Noah's Ark Veterinary Clinic Website:

How we use cookies:

- a) A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.
- b) We use traffic log cookies to identify which pages of our website are being used. This helps us analyse data about web page traffic and improve our

website so that its content is as relevant and useful as possible for our customers. We only use this information for statistical analysis purposes and then the data is removed from the system.

- c) Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.
- d) You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

Links to other websites:

- e) Our website may contain links to other websites of interest, such as veterinary services, pet bereavement support, veterinary health care information and local animal issues of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement application to the website in question.

Controlling your personal information:

- f) You may choose to restrict the collection or use of your personal information in the following ways:
- g) Whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes.