

Privacy Policy

When you supply your personal details to Catherine Esworthy Acupuncture they are stored and processed for four reasons (bold lettering below denotes the relevant terms used in the General Data Protection Regulation).

We collect personal information about your health in order to provide you with the best possible treatment. Your requesting us to provide treatment and us agreeing to provide that treatment constitutes a **contract**. You can of course, refuse to provide that information, but if you were to do that we would not be able to provide treatment.

We have a **legitimate interest** in collecting the information because without it we could not do our job safely or effectively.

We also think that it is important that we can contact you in order to confirm your appointments with us or to update you on matters related to your medical care. This also constitutes **legitimate interest**, your **legitimate interest**.

With your consent, we may occasionally send you Clinic Newsletters. You may withdraw this consent at any time by letting us know via e-mail.

We have a **legal obligation** to retain your records for 8 years after your most recent appointment (or age 25, if this is longer), but after this period you can ask us to delete your records if you wish.

Your medical records are stored on paper, in a locked filing cabinet. In the event of Catherine Esworthy becoming deceased, whilst still under legal obligation to retain your medical records, they will be passed to a BAcC member chosen at the time by the next of kin. They will retain the records securely until the required time has passed.

Your contact details are stored electronically, using a specialist online booking service Booking Bug (www.boookingbug.co.uk). This provider has given us their assurances that they are fully compliant with the General Data Protection Regulations. Access to this data is password protected, and the electronic devices used to access the data are also password protected. Passwords are changed regularly.

When paying by card your payment details are processed electronically using a specialist payment service Worldpay (www.worldpayzinc.co.uk). Payment by cash is recorded within the same system, but is not linked to your personal data in any way. This provider has given us their assurances that they are fully compliant with the General Data Protection regulations. Access to this data is password protected, and the electronic devices used to access the data are also password protected. Passwords are changed regularly. Catherine Esworthy Acupuncture has chosen not to retain any details of your debit/credit cards (other than the last digits to allow identification of payments upon your request) and as such cannot access your financial data.

Any emails you send via our contact form or direct to us are held by the Peter Bourne Communications Server (www.peterbourne.co.uk). This provider has given us their assurances that they are fully compliant with the General Data Protection regulations. Access to this data is password protected, and the electronic devices used to access the data are also password protected. Passwords are changed regularly. They are only accessed by Catherine Esworthy. Where necessary these will be printed and added to your paper notes or otherwise deleted in a rolling program of deletion.

Any messages you send via the Facebook page Catherine Esworthy Acupuncture are held within the messages section of the Catherine Esworthy Acupuncture page. Access to this data is password protected, and the electronic devices used to access the data are also password protected. Passwords are changed regularly. They are only accessed by Catherine Esworthy. Whilst Facebook

has reassured us that it will be compliant with GDPR given historic issues we suggest you consider carefully the information you share with us via Facebook.

Any text messages you send to Catherine Esworthy are accessed only by Catherine Esworthy. The electronic devices used to access the data are also password protected and changed regularly.

We occasionally use Microsoft Word and Microsoft Excel products to process your data. These constitute legitimate interest and are often due to self-regulatory or legal requirements. This relates to items such as data processing, patient receipts, letters to other medical professionals, accident records, complaints and adverse incident reporting. Access to this data is password protected, and the electronic devices used to access the data are also password protected. Passwords are changed regularly. They are only accessed by Catherine Esworthy and are backed up onto a password protected hard drive.

When someone visits our website we use a third party service, Statcounter (www.statcounter.com), to collect information about how people use the site. We do this to make sure it's meeting its users' needs and to understand how we could do it better. This information is processed in a way that it never identifies any one individual. We never attempt to find out the identities of those visiting our website.

We use website cookies to improve the user experience of the website. The cookies allow the website to 'remember' users, both for the duration of their visit and for repeat visits.

The following people will have routine access to your data:

- Your practitioner(s) in order that they can provide you with treatment
- Any locum acupuncturist brought in to cover absence. You will be given advanced notice of this and can choose whether to see this acupuncturist or not.

From time to time, we may employ consultants to perform tasks which might give them access to your personal data (but not your medical notes). We will ensure that they are fully aware that they must treat that information as confidential, and we will ensure that they sign a non-disclosure agreement prior to work commencing.

You have the right to see the personal data of yours that we hold. You can also ask us to correct any factual errors. Once the legal minimum period has elapsed, you can also ask us to erase your records.

We want you to be absolutely confident that we are treating your personal data responsibly, and are doing everything we can to make sure that the only people who can access that data have a genuine need to do so.

We will never share your data with anyone who does not need access, without obtaining your written consent.

If you feel that we are mishandling your personal data in some way, you have the right to complain.

Complaints need to be sent to me as the **data controller**.

Catherine Esworthy, Catherine Esworthy Acupuncture, 87 Melton Road, Barrow Upon Soar, Loughborough, LE12 8NS.

If you are not satisfied with our response, then you have the right to raise the matter with the Information Commissioner's Office.