



THE KETTERING
VETS

Privacy Notice

Privacy Notice

This Privacy Notice sets out how The Kettering Vets uses and protects any personal information that you give us. We understand that your privacy is important to you and we are committed to ensuring that it is protected.

If you have any concerns or require further information regarding our privacy practices, please contact Laura Kaye (Practice Manger) using the details provided below - We will be pleased to assist you.

Please note that by providing us with your data, you warrant to us that you are over 13 years of age.

1. Our contact details

Please find our contact details below:

Postal address	The Kettering Vets, 89 Polwell Lane, Barton Seagrave, Kettering, NN15 6TD
General email address	hello@theketteringvets.com
Web address	www.theketteringvets.com
Main contact for data protection purposes	Laura Kaye (Practice Manager) laura@theketteringvets.com

2. What is personal data?

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the "GDPR") and the Data Protection Act 2018 (collectively, "the Data Protection Legislation") as 'any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier'.

In simpler terms, personal data is any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data and other online identifiers.

The personal data that we collect at The Kettering Vets is set out in Part 4 below.

3. What are your rights under the law?

Under the Data Protection Legislation, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data.

- b) The right to access the personal data we hold about you, (Part 10 will explain how you can do this).
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete.
- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of your personal information in certain circumstances.
- e) The right to restrict (i.e. prevent) the processing of your personal data in certain circumstances.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to withdraw consent. This means that, if we are relying on your consent as the legal basis for using your personal data, you are free to withdraw that consent at any time. This will not affect the lawfulness of processing based on consent prior to its withdrawal.
- h) The right to data portability. This means that you have the right to ask that we transfer the information that you have given us to another organisation, or to you, in certain circumstances.
- i) Rights relating to automated decision-making and profiling.

For more information about our use of your personal data, or exercising your rights as outlined above, please contact us using the details provided in Part 1.

It is important that your personal data is kept accurate and up-to-date. If any of the personal data we hold for you changes, please keep us informed as long as we have that data.

Further information about your rights can be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office, (ICO - see contact details below); however, we would be grateful if you would contact us first in this instance, so that we can try to resolve the problem for you.

ICO postal address	Information Commissioner's Office, Wycliffe House, Water Lane, Wimslow, Cheshire, SK9 5AF
ICO helpline	0303 123 1113
ICO web address	https://www.ico.org.uk

4. What information do we collect about you?

We may process the following types of personal data. This enables us to provide our veterinary services, to you (for example, to carry out functions such as registering you as a client, arranging appointments for you and accepting payment).

With your consent, we will also use your identity and contact information to send you information relating to the services that we provide to you, (for example, vaccination reminders for your pet), and to share news and promotions about our Practice, (for

example, through the provision of e-newsletters). You can change your mind at any time and subscribe or unsubscribe by contacting our team.

Type of information	Explanatory notes
Identity data	This may include your first name, maiden name, surname, title, date of birth and gender.
Contact data	This may include your address, email address and telephone numbers.
Financial data	This may include your bank account and payment card details. It may also include your insurance provider and policy number if applicable.
Transaction data	This may include details about payments between us and other details of purchases made by you.
Technical data	When you access our website, certain information may be collected automatically, such as your Internet Protocol address and the type of browser you are using.
Profile data	This may include your purchases, interests, preferences, feedback and survey responses.
Usage data	This may include information about how you use our products and services or a specific feature of our website.
Marketing and communications data	This may include your preferences with regards to receiving marketing communications from us and your communication preferences.

Further to this, we may collect other information that you have chosen to give us, (an example of this would be your employment history, where you have submitted your CV to us as part of a job vacancy enquiry), and information about you that is publicly available.

We do not collect any “sensitive” personal data or data relating to criminal convictions and offences.

5. How do we collect your personal data?

Most of the personal data that we collect and hold is provided to us directly by you when you fill in a form on our website (or otherwise) or communicate with us by post, phone, email or otherwise, including when you:

- Register your pet
- Subscribe to our email club
- Request resources or marketing to be sent to you
- Enter a competition, prize draw or survey
- Give us feedback
- Contact us via social media
- Attend one of our events

In addition to this, when you access our website, certain information may be collected automatically, for example your Internet Protocol address and the type of browser you are using.

For further information about our use of cookies, please see our Cookies Policy, which is available on our website (www.theketteringvets.com), or contact us using the details in Part 1.

6. How do we use your personal data?

Under data protection legislation, we must always have a lawful basis for using your personal data, either your consent or on the basis of the following:

- Contract (the processing is necessary to perform the contract between us)
- Legal obligation (the processing is necessary for us to comply with the law, not including contractual obligations)
- Vital interests (the processing is necessary to protect someone's life)
- Public task (the processing is necessary for us to perform a task in the public interest or for official functions, and the task or function has a clear basis in law)
- Legitimate interests (the processing is necessary for our or your legitimate interests or the legitimate interests of a third party, unless there is a reason to protect an individual's personal data that overrides those legitimate interests)

Set out overleaf is a description of the ways that we intend to use your personal data and the legal grounds on which we will process this.

Purpose	Type of data	Lawful basis
To register you as a new client and to provide veterinary services to your pet	Identity; Contact	Contract
To manage payments, fees and charges	Identity; Contact; Financial; Transaction	Contract
To collect and recover money owed to us	Identity, Contact; Financial; Transaction	Legitimate interests
To ask you to leave a review or take a survey	Identity; Contact; Profile; Usage; Marketing and communications	Legitimate interests
To notify you about changes to our Terms of Business	Identity; Contact	Contract
To enable you to enter a prize draw or competition	Identity; Contact; Profile; Usage; Marketing and communications	Legitimate interests
To administer and protect our business and website	Identity, Contact, Technical	Legitimate interests
To deliver relevant content and advertisements to you and to understand the effectiveness of our advertising	Identity; Contact; Technical; Profile; Usage; Marketing and communications	Consent
To use data analytics to improve our website, products/ services, marketing, customer relationships and experiences	Technical; Usage	Legitimate interests
To make suggestions and recommendations to you about goods or services that may be of interest to you	Identity; Contact; Technical; Profile; Usage	Legitimate interests
To provide appointment, vaccination and treatment reminders	Identity; Contact	Consent

We will only use your personal data for the purpose(s) for which it was originally collected unless we reasonably believe that another purpose is compatible with that or those original purpose(s) and need to use your personal data for that purpose.

If we do use your personal data in this way and you wish us to explain how the new purpose is compatible with the original, please contact us using the details in Part 1.

If we need to use your personal data for a purpose that is unrelated to, or incompatible with, the purpose(s) for which it was originally collected, we will inform you and explain the legal basis that allows us to do so.

In some circumstances, where permitted or required by law, we may process your personal data without your knowledge or consent. This will only be done within the bounds of the Data Protection Legislation and your legal rights.

7. Disclosures of your personal data

We may have to share your personal data with other parties in order to perform the purposes described in Part 6, for example:

- Service providers who provide IT and system administration services
- Professional advisers who provide legal, banking, insurance and accounting services
- Recall service providers who provide pet healthcare reminders
- Referral practices if your pet is referred
- Laboratories and pet cremation services
- HMRC, regulators and other authorities in the UK and other relevant jurisdictions who require reporting of processing activities in certain circumstances.

In each case, we will only share the data necessary for the purpose and it will only be in relation to the specified purpose.

Furthermore, we only work with third parties that are able to ensure an adequate level of protection of your personal data.

If we sell, transfer or merge parts of our business or assets, your personal data may be transferred to a third party. Any new owner of our business may continue to use your personal data in the same way(s) that we have used it, as specified in this privacy notice.

In some limited circumstances, we may be legally required to share certain personal information, which might include yours, if we are involved in legal proceedings or are complying with legal obligations, a court order, or the instructions of a government authority.

8. How we store your personal data

The security of your personal data is very important to us, and we do our best to keep your data safe. Measures include:

- Limiting access to your personal data to employees, agents, contractors and other third parties with a legitimate need to know such data.
- Implementation of security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed.

- Following procedures for dealing with any suspected personal data breaches, including notifying you and/ or suitable authorities when we are legally required to do so.
- Not keeping your personal data for any longer than is necessary in light of the reason(s) for which it was first collected (see Part 9 below).

Please note that whilst we take precautions to prevent security breaches, we cannot guarantee the security of information.

9. Data retention

We will keep your personal data for as long as you are a client of our practice, and thereafter for as long as any legal claim may be made against the practice or one of our colleagues, and for as long as is required to comply with our legal and regulatory requirements including to the HMRC and Royal College of Veterinary Surgeons.

In some circumstances, we may anonymise your information, (so that it can no longer be associated with you), for internal research purposes. In this case, we may use this information indefinitely without further notice to you.

10. How can I access my personal data?

If you would like to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it, (where any such personal data is held). This is known as a “subject access request”.

All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 1. There is not normally any charge for a subject access request. If your request is ‘manifestly unfounded or excessive’, (for example, if you make repetitive requests), a fee may be charged to cover our administrative costs in responding.

We will respond to your subject access request within one month of receiving it. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date we receive your request. You will be kept fully informed of our progress.

11. Changes to this Privacy Notice

We reserve the right to modify this Privacy Notice at any time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

This Privacy Notice was last updated on 21st October 2020.