

PRIVACY POLICY



This privacy policy explains what personal information we keep, what we do with it and the limited circumstances in which we may share your data with others. We may occasionally update this policy so please check it every so often to make sure you are aware of any changes.

The privacy policy has been written to be clear and concise. It doesn't provide every detail of our collection and use of personal data. If you have any queries or concerns, or would like further explanation, please contact us using the contact detail below.

Who are we?

Armstrong Mobile Vets Limited

Our address is Unit 17, Breadstone Business Centre, Breadstone, Berkeley, Gloucestershire GL13 9HF Tel 01453 543 516 email: practice@armstrongmobilevets.co.uk

What information is collected from you?

We may collect and store your title, name, address, telephone number(s) and email address. We may also collect CCTV and telephone recording data.

Why do we need your data?

In order to enter into a **contract** with us to provide veterinary care for your animals.

How information about you will be used

We may use the information you supply to us in a number of ways:

- To provide you and your pets with the products and services you purchase from us.
- For statistical analysis.
- For debt collection purposes if you do not pay amounts owed to us when you are contractually obliged to do so.
- To request feedback on our services.
- To issue reminders about products and services you have already purchased from us by SMS, email or post. E.g. when vaccinations or treatments are due.
- To send newsletters and relevant promotions when you have requested these messages.

Who do we share your information with?

We will not share your information with any third parties for their marketing purposes. We will not sell your data on to any third parties.

Companies working on our behalf: In some situations, we use a third party company to help provide some of our services (E.g. processing laboratory samples or sending reminder messages when your pet's vaccinations are due). In these circumstances we will share only the data required to provide the service. Contracts exist with these third parties to ensure your data is stored safely, will not be used for purposes other than fulfilling our contract with them and information will not be retained by them for longer than is necessary.

We may be required to share your information with insurance companies when processing pet insurance claims. This is necessary to allow you to claim on pet insurance policies.

When collecting unpaid debts, we may share your personal information with third party debt collection agencies.

How long do we keep your information?

We will keep your personal information for as long as you remain our customer. Once you cease to be our customer we may keep your personal information for up to 8 years in order to maintain records according to rules that apply to us.

Your preferences

If you would not like to receive reminders about products and services you have purchased from us (for example vaccination or treatments) you can opt out of these messages by contacting the practice by telephone or in writing at any time.

We will not send you promotional material about other products and services we offer or our newsletters unless you have given your consent to receive these messages. You can update your preferences at any time by contacting the practice by telephone, by email or in writing at any time.

Your Personal Rights

You have the right to request access to your personal information held by us. We will respond within one month and the information will be provided free of charge. Please do this by writing using the address below:

Unit 17, Breadstone Business Centre, Breadstone, Berkeley, Gloucestershire GL13 9HF

You have the right to:

- ask us to stop using your personal data, restrict how we use or to delete it. There may be legal or other reasons why we may need to keep using your data but please contact us if you think we should not be using it.
- correct any personal information you believe is incorrect. Please let us know if you think this is the case.
- ask for your personal data to be transferred to another service provider in a useful format.

The use of cookies on our website

In addition to the above we use standard cookies on our website, which also collect personal information.

What are 'cookies'

Cookies are small files which are sent to your web browser and stored on your computer's hard drive to 'remember' who you are. The majority of web browsers accept cookies, but you can usually change the browser settings to restrict or block all cookies if you wish. However, please be aware that if you do, some functionality may be lost when you use this website.

Website analytics

Each time a user visits our website, web analytics software provided by a third party generates an anonymous analytics cookie. This is for statistical purposes and includes information such as IP addresses, types of browsers used to access our site, referring sites, most popular pages, path analysis, geographical and demographic information. The information collected is not linked to any personally identifiable information.

Environmental

As a Practice we are aware of the environmental demands of modern day life and as such have instigated a number of 'Green Initiatives', including reducing the amount of paper we use. As such we are happy to communicate with you through other technologies including mobile phone, text and email.

Google Maps

We use Google Maps to give users the opportunity of visiting our business location. Google Maps only uses cookies to enable you to use the functionality of their map software. No personal information is stored on our website through the use of Google Maps.

External links

Even though this website seeks to provide quality, safe and relevant external links, users ought to apply a policy of caution before following any external web links from this website. Such links are followed at the user's own risk.

The website owners can neither guarantee nor verify the contents of any externally linked website despite their very best efforts. The website owners cannot be held liable for any damages or implications as a result of visiting any external links mentioned.

We encourage you to be cautious and to read the privacy statements of each and every website that collects your information. This privacy statement only applies to information collected on this website.

Data breaches

In line with GDPR, breaches will be reported to the Information Commissioner's Office within 72 hours. In the case of a major breach affecting your data or data that you have provided to us, we will contact you.

Please inform us of any breaches that affect you and have affected our data or data that we have provided to you.

Customer feedback

We look forward to working with you to keep your pet healthy and happy but, if at any time you have concerns or suggestions, please do not hesitate to contact us. We actively welcome your feedback and can assure you that any issues raised will be appropriately addressed.

Complaints

If you would like to complain about the way we have handled your data please contact us in person, by telephone or in writing by post to Unit 17, Breadstone Business Centre Breadstone, Berkeley, Gloucestershire GL13 9HF or by email at practice@armstrongmobilevets.co.uk.

If, following your complaint you are not happy with the outcome or our response, you are also entitled to complain to the independent regulatory authority, the ICO.

Further information can be found at www.ico.org.uk/concerns