

Ease In Motion Canine Rehab & Hydrotherapy Privacy Policy

Our contact details:

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Phone Number: 07854085263

E-mail: sarah@easeinmotion.co.uk

The type of personal information we collect:

We currently collect and process the following information:

Name, Animal Name, Animal DOB, Owner Address, Email, Contact Number.

Insurance Company Details (where appropriate).

Registered vet practice & relevant patient history.

How we get the personal information and why we have it:

Most of the personal information we process is provided to us directly by you for one of the following reasons:

You have booked an appointment with us.

You have filled in our online enquiry page.

We also receive personal information indirectly, from the following sources in the following scenarios:

Your referring veterinarian for relevant medical history.

We use the information that you have given us in order to contact you regarding appointments & results, and to establish relevant patient assessment.

We may share this information with your referring veterinarian or insurance company where required.

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

- (a) Your consent. You are able to remove your consent at any time. You can do this by contacting sarah@easeinmotion.co.uk
- (b) We have a contractual obligation.
- (c) We have a legal obligation.
- (f) We have a legitimate interest.

How we store your personal information:

Your information is securely stored on an online software system.

We keep all the above types of information for 6 years. We will then dispose your information by automatic deletion of your files from our reporting software, which holds all your personal data s
Retention

We will retain your personal information for as long as necessary to provide our services, and as necessary to comply with our legal obligations, resolve disputes and enforce our policies. Retention periods will be determined taking into account the type of information that is collected and the purpose for which it is collected, bearing in mind the requirements applicable to the situation and the need to destroy outdated, unused information at the earliest reasonable opportunity. Under applicable regulations, we will keep records containing client personal data, account opening documents, communications and anything else as required by applicable laws and regulations.

We may rectify, replenish or remove incomplete or inaccurate information, at any time and at our own discretion.

Marketing

We may use your Personal Information such as your name, email address, telephone number, etc., ourselves or by using our third-party subcontractors, for the purpose of providing you with promotional materials concerning our services which we believe may interest you.

To respect your right to privacy, within such marketing materials we provide you with the means to opt out of receiving further marketing offers from us. If you unsubscribe, we will remove your email address or telephone number from our marketing distribution lists.

Please note that even if you have unsubscribed from receiving marketing emails from us, we may send you other types of important email communications without offering you the opportunity to opt out of receiving them. These may include customer service announcements or administrative notices.

Your data protection rights:

Under data protection law, you have rights including:

Your right of access - You have the right to ask us for copies of your personal information.

Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

Your right to object to processing - You have the the right to object to the processing of your personal information in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

If you wish to exercise any of the above rights or receive more information, please contact our Data Protection Officer ("DPO") using the details provided below:

Sarah Holmes: sarah@easeinmotion.co.uk

How to complain:

If you have any concerns about our use of your personal information, you can make a complaint to us at sarah@easeinmotion.co.uk.

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>

Updates or amendments to this Privacy Policy:

We reserve the right to periodically amend or revise the Privacy Policy; material changes will be effective immediately upon the display of the revised Privacy policy. The last revision will be reflected in the "Last modified" section. Your continued use of the Platform, following the notification of such amendments on our website, constitutes your acknowledgment and consent of such amendments to the Privacy Policy and your agreement to be bound by the terms of such amendments.