



# Privacy Policy

## OP Veterinary Physiotherapy Services

**Effective Date:** 05-11-25

**Last Updated:** 05-11-25

### 1. Introduction

OP Veterinary Physiotherapy ("we", "us", "our") is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, and protect your personal information in accordance with UK data protection laws, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

#### Data Controller Details:

- **Business Name:** Olivia Prior Animal Physiotherapy Ltd
- **Email:** [olivia.prior@opvetphysio.co.uk](mailto:olivia.prior@opvetphysio.co.uk)

### 2. Information We Collect

#### Personal Information

We may collect and process the following personal data about you:

#### Client Information:

- Name, address, telephone number, and email address
- Payment and billing information
- Communication preferences

#### Animal Information:

- Animal's name, breed, age, and physical characteristics
- Medical history and current health status
- Veterinary contact details and referral information
- Treatment records and progress notes
- Photographs or videos (with consent) for treatment documentation

#### Communication Records:

- Records of consultations, appointments, and correspondence
- Feedback and complaints



### 3. How We Collect Information

We collect information through:

- Initial consultation forms and booking requests
- Direct communication (phone, email, in-person consultations)
- Treatment sessions and assessments
- Veterinary referrals and medical records
- Website contact forms and online booking systems
- Payment processing systems

### 4. Legal Basis for Processing

We process your personal data under the following legal bases:

- **Contract Performance:** To provide physiotherapy services and fulfil our contractual obligations
- **Legitimate Interest:** For business administration, record-keeping, and service improvement
- **Legal Obligation:** To comply with professional standards and regulatory requirements
- **Vital Interest:** In emergency situations concerning animal welfare
- **Consent:** For photographs/videos, marketing communications, and optional services

### 5. How We Use Your Information

We use your personal information to:

#### Service Delivery

- Provide animal physiotherapy and rehabilitation services
- Maintain treatment records and monitor progress
- Communicate with referring veterinarians
- Schedule appointments and send reminders
- Process payments and maintain billing records

#### Business Operations

- Manage client relationships and communications
- Maintain professional standards and quality assurance
- Comply with regulatory and professional body requirements
- Handle complaints and feedback
- Improve our services



## Marketing (with consent)

- Send newsletters and service updates
- Inform you of new services or treatments
- Share relevant educational content

## 6. Information Sharing and Disclosure

We may share your information with:

### Professional Partners

- **Referring Veterinarians:** To provide updates on treatment progress and coordinate care
- **Other Healthcare Professionals:** Where necessary for your animal's wellbeing
- **Professional Bodies:** To comply with regulatory requirements

### Service Providers

- **Payment Processors:** To handle secure payment transactions
- **IT Support Providers:** For system maintenance and data backup
- **Administrative Services:** For appointment scheduling and record management

### Legal Requirements

We may disclose information when required by law or to:

- Comply with legal proceedings or regulatory investigations
- Protect the rights and safety of our clients, staff, or animals
- Prevent fraud or other illegal activities

**We will never sell your personal data to third parties for marketing purposes.**

## 7. Data Retention

We retain your personal information for the following periods:

- **Treatment Records:** 7 years from the date of last treatment (in line with professional standards)
- **Financial Records:** 6 years from the end of the relevant financial year
- **Marketing Consents:** Until consent is withdrawn
- **Photographs/Videos:** Until consent is withdrawn or no longer needed for treatment purposes



## 8. Your Rights Under UK GDPR

You have the following rights regarding your personal data:

**Right of Access** - Request a copy of the personal data we hold about you

**Right to Rectification** - Request correction of inaccurate or incomplete personal data

**Right to Erasure ('Right to be Forgotten')** - Request deletion of your personal data (subject to legal and professional obligations)

**Right to Restrict Processing** - Request limitation of how we use your personal data

**Right to Data Portability** - Request transfer of your data to another service provider

**Right to Object** - Object to processing based on legitimate interests

**Right to Withdraw Consent** - Withdraw consent for marketing communications or photographs/videos at any time

**To exercise any of these rights, please contact us using the details provided in Section 12.**

## 9. Data Security

We implement appropriate technical and organisational security measures to protect your personal data:

- **Digital Security:** Password-protected systems and encrypted data storage
- **Access Controls:** Limited access to personal data on a need-to-know basis
- **Staff Training:** Regular training on data protection and confidentiality
- **Backup Procedures:** Secure backup systems with appropriate access controls



## 10. International Transfers

We do not transfer personal data outside the UK.

## 11. Cookies and Website Usage

If we operate a website, we do not use cookies and similar technologies. 12. Contact Information and Complaints

### Data Protection Enquiries

For any questions about this Privacy Policy or to exercise your rights, please contact us:

**Email:** Olivia.prior@opvetphysio.co.uk

### Complaints

If you believe we have not handled your personal data in accordance with data protection laws, you have the right to lodge a complaint with the Information Commissioner's Office (ICO):

**ICO Website:** [www.ico.org.uk](http://www.ico.org.uk)

**ICO Helpline:** 0303 123 1113

**ICO Address:** Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF

## 13. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. We will notify clients of any significant changes by:

- Email notification to existing clients
- Posting updates on our website

The effective date at the top of this policy indicates when the current version came into effect.

## 14. Professional Standards

This Privacy Policy complies with:

- UK General Data Protection Regulation (UK GDPR)
- Data Protection Act 2018
- Professional standards set by relevant regulatory bodies
- Veterinary and physiotherapy professional confidentiality requirements

**By using our services, you acknowledge that you have read, understood, and agree to this Privacy Policy.**