



Privacy Policy

**Olivia Prior Veterinary Physiotherapist
(OP Vet Physio)**

Effective date	26 September 2026
Last updated	26 September 2026
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This privacy policy explains how Olivia Prior Veterinary Physiotherapist (OP Vet Physio) collects, uses, stores and shares personal information when you make an enquiry, book or receive services, use the website or client portal, or otherwise communicate with the practice.

It applies to clients, prospective clients, website visitors, veterinary professionals and other people whose personal information is handled in connection with the service. It should be read alongside any separate cookie notice and the Terms of Service.

1. Who is responsible for your information

Olivia Prior Veterinary Physiotherapist (OP Vet Physio) is responsible for deciding how and why personal information is used and is the data controller for the processing described in this policy.

Questions about the use of personal information can be directed to the email address or telephone number shown in this policy.

2. Information collected

The information collected depends on how you interact with OP Vet Physio and may include:

- your name, address, telephone number, email address and communication preferences;
- appointment, enquiry, correspondence, complaint and feedback records;
- payment, invoice and transaction information, excluding full payment-card details where these are processed directly by a payment provider;
- information about the animal, including name, species, breed, age, veterinary history, presenting concerns, assessment findings, treatment records, exercise plans and progress notes;
- details of the referring veterinary practice and information provided by veterinary surgeons or other animal-care professionals;
- clinical photographs or recordings where reasonably required for assessment, treatment documentation or progress review;
- separately authorised photographs, recordings or testimonials intended for marketing or educational publication;
- client-portal information, including username, account status, access permissions, uploaded assessments, exercise plans and supporting documents;
- website and security information such as IP address, device or browser information, login attempts, form submissions and cookie preferences; and

- any other information you choose to provide that is relevant to the enquiry or service.

3. How information is collected

Information may be collected directly from you through enquiries, forms, bookings, consultations, appointments, payments, the website and client portal. It may also be received from a veterinary practice, another animal-care professional, an insurer, a person booking on your behalf or another person authorised to provide relevant information.

When information is received from someone other than the person it relates to, OP Vet Physio will provide appropriate privacy information where required and will use the information only for relevant and lawful purposes.

4. How information is used and the lawful bases

Personal information is used only where there is a lawful basis. The principal purposes and bases are summarised below.

Purpose	Likely lawful basis
Responding to enquiries, arranging appointments and delivering agreed physiotherapy or related services	Contract or steps requested before entering a contract
Maintaining clinical and business records, communicating with the veterinary care team and managing the service	Contract and legitimate interests
Protecting accounts, systems, documents and users; preventing misuse or fraud	Legitimate interests and, where applicable, legal obligation
Maintaining accounting, tax, insurance and regulatory records	Legal obligation and legitimate interests
Handling complaints and establishing, exercising or defending legal claims	Legitimate interests and legal obligation
Sending optional electronic marketing or publishing promotional photographs, recordings or testimonials	Consent, or another basis only where electronic-marketing law permits

Where legitimate interests are relied upon, those interests are assessed against the individual's rights and reasonable expectations. You may ask for further information about that assessment.

Information about an animal is not necessarily personal information by itself, but associated client details, correspondence, account records and linked case information may identify an individual and are protected accordingly.

5. Clinical images and marketing material

Clinical photographs or recordings may be used where reasonably necessary to document movement, assessment, treatment or progress. They are retained as part of the relevant case record where appropriate.

Images, recordings, testimonials or case information will not be used for advertising, social media or other public promotion unless separate, specific permission has been obtained. Refusing or withdrawing marketing permission will not affect the animal's care. Withdrawal does not make earlier lawful publication unlawful, although reasonable steps will be taken to stop future use.

6. Who information may be shared with

Information is shared only where reasonably necessary and lawful. Recipients may include:

- the referring veterinary practice, veterinary surgeons and other animal-care professionals involved in the animal's care;
- website-hosting, client-portal, secure document-storage, email, booking, form, backup, IT support and cybersecurity providers;
- payment processors, banks, accountants, insurers and professional advisers;
- professional or regulatory bodies where disclosure is required or appropriate;
- public authorities, courts, law-enforcement bodies or other parties where disclosure is required by law or necessary to protect legal rights; and
- a prospective purchaser or successor if the business is reorganised, transferred or sold, subject to appropriate confidentiality and data-protection safeguards.

OP Vet Physio does not sell personal information. Service providers may use information only for the agreed service and must protect it appropriately.

7. Client portal and document access

Where a private client account is provided, account and login information is processed to authenticate the user, protect the portal and make the correct assessments, exercise plans and supporting documents available to that client. Access is restricted through user permissions and administrative controls.

Clients must keep login details confidential, use a strong password and notify OP Vet Physio promptly if they believe an account or document has been accessed without authority. No online system can be guaranteed to be completely secure, but reasonable technical and organisational measures are used to reduce risk.

8. International data transfers

Some technology or service providers may process or store personal information outside the United Kingdom. Where this occurs, OP Vet Physio will use an appropriate lawful transfer mechanism, such as UK adequacy regulations, the UK International Data Transfer Agreement or the UK Addendum to approved standard contractual clauses, together with any additional safeguards required.

You may request further information about the safeguards relevant to a particular transfer.

9. How long information is kept

Information is kept only for as long as reasonably required for the purpose for which it was collected and to meet legal, tax, insurance, professional and claims-related requirements. The following periods are the normal starting points and may be extended where a dispute, complaint, safeguarding concern or legal claim requires it.

Record	Normal retention approach
Treatment, assessment and exercise-plan records	Normally seven years after the last treatment, subject to professional and insurer requirements

Record	Normal retention approach
Invoices, payments and accounting records	Normally six years after the end of the relevant accounting period, or longer where legally required
Enquiries that do not lead to treatment	Normally up to two years after the last meaningful contact
Complaints and potential claims	For the applicable limitation period and as required by insurers or advisers
Client account and access records	For the life of the account and a reasonable security or audit period afterwards
Marketing preferences and consent records	Until withdrawal, then a minimal suppression record where needed to respect the choice
Publicity material	Until permission is withdrawn or the material is no longer required, subject to the explanation in section 5
Backups	Until overwritten or deleted in accordance with the backup cycle

10. Security

Appropriate technical and organisational measures are used to protect personal information. These may include access controls, password protection, account permissions, software updates, encrypted connections, secure backups and restrictions on who can access records.

If a personal-data breach occurs, it will be assessed and documented. Affected individuals and the Information Commissioner's Office will be notified where the law requires this.

11. Cookies and website technologies

The website uses essential cookies and similar technologies to provide functions such as security, login sessions, client accounts, form submission and user preferences. Optional analytics or other non-essential technologies may also be used where enabled.

Where consent is required, non-essential technologies will not be used until the visitor has made a choice through the website's cookie controls. Details of the technologies in use, their purposes and durations, and how preferences can be changed should be provided in the website Cookie Policy or cookie-management panel.

12. Electronic marketing

Marketing emails or messages will be sent only where permitted by law. Each electronic marketing message will provide a straightforward way to opt out. Service messages about appointments, treatment, security, payments or client accounts are not marketing and may still be sent where necessary.

13. Your data-protection rights

Depending on the circumstances and the lawful basis used, you may have the right to:

- ask for access to your personal information and related information about its use;
- ask for inaccurate or incomplete information to be corrected;
- ask for information to be erased, where the right applies;
- ask for processing to be restricted in certain circumstances;
- object to processing based on legitimate interests and object at any time to direct marketing;
- receive certain information in a structured, commonly used and machine-readable format, where the right to data portability applies; and
- withdraw consent at any time where processing relies on consent, without affecting processing that was lawful before withdrawal.

These rights are not absolute. Records may need to be retained where there is a legal, tax, insurance, professional or claims-related reason. Requests are normally answered within one month, although the law permits an extension in some circumstances. Identity may need to be verified before information is disclosed or changed.

OP Vet Physio does not use personal information to make solely automated decisions that have legal or similarly significant effects.

14. Questions and complaints

To ask a question, exercise a data-protection right or raise a concern, contact:

Contact	Olivia Prior Veterinary Physiotherapist (OP Vet Physio)
Email	olivia.prior@opvetphysio.co.uk
Telephone	07957 088050

You also have the right to complain to the Information Commissioner's Office. Information is available at ico.org.uk, or by telephone on 0303 123 1113. You may contact the ICO at any time, although OP Vet Physio would welcome the opportunity to address the concern first.

15. Changes to this policy

This policy may be updated when services, suppliers, technology or legal requirements change. The current version will be published on the website with its effective date. Material changes may also be brought to the attention of existing clients where appropriate.

This policy explains how personal information is handled. It is not a request for general consent. Where consent is relied upon for a specific activity, such as optional marketing or public use of an image, it will be requested separately.