

SHROPSHIRE FARM VETS LTD – CLIENT PRIVACY POLICY:

Shropshire Farm Vets Ltd is a limited company which provides farm veterinary services in Shropshire and surrounding counties.

We are committed to client confidentiality, and protecting and respecting your privacy, and this policy sets out the basis on which any personal data we collect will be processed. Please read this policy carefully to understand your rights regarding your personal data.

By using our services, you are accepting and consenting to the practices described in this policy.

The **data controller** is Shropshire Farm Vets Ltd., Unit 3, The Depot, Hanwood, Shrewsbury. Shropshire, SY5 8NY.

What information do we collect from you?

- This is any information that you give us via forms, phone, email or any other correspondence. This information may include personal details including name, address(es), phone number(s), email address(es), animal(s) detail, financial and bank account information.
- Other agencies may give us information about you, for example APHA and UKFarmcare
- CCTV footage from cameras in the practice front office and covering the carpark
- If using our delivery service, a picture is normally taken as proof of delivery.
- Google Analytics. We use this to understand how our website is used. All of the data is anonymous and you can view Google's Privacy Policy on their website - <https://policies.google.com/privacy?hl=en-GB>
- Meta and X Analytics. We use these to understand how our social media is used. All of the data is anonymous and you can view Meta and X Privacy Policies on their respective websites – <https://en-gb.facebook.com/privacy/policy/> and <https://twitter.com/en/privacy>

Why we collect your data:

- To service your account with us

How your data will be used and processed:

- To manage your account through our Practice Management System software, other software packages, and paperwork systems.
- To communicate with you in connection with the health, welfare and management of your animals. These may take the form of telephone, email, post, or SMS.
- For internal clinical governance and record keeping.
- To communicate with you for administrative purposes.
- To provide you with relevant information about products and services you already receive, and additional products and services we offer.
- To deal with legal queries and comply with legal obligations.
- To ensure that our website and social media are effective.

Under the UK General Data Protection Regulations (UK GDPR), the lawful basis we rely on for processing this information is **contractual obligation**.

Who might we share your information with?

You agree that for the purposes set out above and for the performance of any contract we enter into with you, we have the right to share your personal information with:

- Selected third parties, some of whom we appoint to provide services, may include Government agencies, governing bodies, laboratories, insurance companies, software data companies, sub-contractors, pharmaceutical companies, research companies, purchasing/debt recovery companies and emergency services.
- Analytics and search engine providers that assist us in the improvement and optimisation of our website and social media.
- Liasing with other veterinary practices as and when necessary with your full knowledge.

Additionally, we may disclose your personal information if we are acquired by a third party; if under duty to disclose your data to comply with legal obligations; to enforce our terms and conditions or to protect the rights or safety of our clients.

How long do we hold your information?

We will keep information for a maximum of seven years after the end of our relationship with you unless we require the data in relation to a claim, for legal reasons. We will then destroy and dispose of your data.

How is your data stored and kept secure?

We are committed to protecting your personal and financial information.

- All electronic information kept by us is held on secure servers with appropriate restricted access.
- There is limited access to the building and any actively used paperwork is kept secure at all times.
- All archived paperwork is kept in a locked room with limited access.

What are your rights?

You can exercise your rights at any time by contacting

Shropshire Farm Vets Ltd., Unit 3, The Depot, Hanwood, Shrewsbury. Shropshire, SY5 8NY.

or emailing us at farm@shropshirefarmvets.com

You have the right to:

- The right to be informed about the data we hold on you and what we do with it
- The right of access to the data we hold on you
- The right to rectification (correction) of any data we hold on you
- The right to data erasure in certain circumstances

- The right to restrict processing
- The right to data portability to another interested party
- The right to object to the inclusion of any information
- The right to not be subject to automated decision making and profiling of data

Accessing your personal information:

You have the right to a copy of the information we hold about you. You may make an access request in writing. Any access request will be processed as required by law, will be free of charge and processed within 30 days.

Queries Complaints and Contacts:

If you have any concerns about our use of your personal information, you should initially contact ourselves so that we may take any appropriate action to resolve your query or issue.

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or emailing us at farm@shropshirefarmvets.com

If you feel that we have not addressed your query or complaint appropriately, you can contact the Information Commissioner's Office.

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire SK9 5AF
Helpline number: 0303 123 1113
ICO website: <https://www.ico.org.uk>

Changes to our Privacy Policy

- This policy may be amended at any time.