



Data Protection Privacy Notice - The clinic complies with the Data Protection Act (1998) and General Data Protection Regulation (GDPR) 2018. This means that we will ensure that your information is processed fairly and lawfully.

What personal information do we need to hold?

- Your past and current medical record; personal details such as your age, address, telephone number, email address and your GP details
- Copies of x-rays, ultrasound and MRI scans and associated reports
- Information about treatment we have provided
- Records of consent to treatment
- Any correspondence relating to you with other health care professionals

Why do we hold this information? We need to keep accurate personal data about patients to provide you with safe & appropriate chiropractic care.

Retaining information. We are required to retain your medical records while you are a patient of this clinic and after you cease to be a patient, for at least 7 years or until age 25, whichever is longer. Your information is held in the clinic's computer system and in a secure manual filing system. The information is only accessible to authorised personnel. Personal information will not be removed from this practice without your authorised consent.

To provide proper and safe care, we may need to disclose your information to:

- Your general medical practitioner or other health professionals caring for you
- Private insurance schemes of which you are a member

Disclosure will take place on a 'need to know' basis, so that only those individuals / organisations who need to know, to provide care to you, will be given the information. Only information that the recipient needs to know will be disclosed. In very limited circumstances or when required by law or a court order, personal data may have to be disclosed to a third party not connected with your health care. In all other situations, disclosure that is not covered by this code of practice will only occur when we have your specific consent. Where possible you will be informed of these requests for disclosure.

Use of your information. Your email address and / or telephone number may be used to send appointment reminders. You can opt out of this at any time. We may also send clinic updates and information from time to time. Again, you can opt in or out of receiving this information and we shall never pass your information to any third party. We use a service called Mailchimp to send these communications and they also have a privacy policy which protects your data. The only data they have access to is your email address.

If you Opt In, you will be sent an email asking you to confirm that you are happy to receive information from us. This double opt in is to protect your rights and we apologise if it feels unnecessary, but the new law requires it and we do want to make sure you are happy with the information you receive from us.