

## **Data Privacy Notice – Rase Veterinary Centre**

### **About Us**

Rase Veterinary Centre provides provide veterinary services from our Rase Vets and Aldervale Vets surgeries across Lincolnshire and Yorkshire.

In this Privacy Notice, whenever you see the words 'we', 'us', 'our' or 'Rase Veterinary Centre' it refers to Rase VS Limited whose registered address is Unit 1b, Gallamore Lane Industrial Estate, Market Rasen, Lincolnshire LN8 3RX.

Your privacy is extremely important to us. This Privacy Notice explains what personal data we collect about you, how and why we use it, and explains your rights in relation to your personal data. Your personal data means any information which identifies and relates to you (or from which you can be identified) for example your name and contact details.

When using the Rase Veterinary Centre or Aldervale Vets website, you should also read our website terms of use.

We may amend this Privacy Notice from time to time and we recommend that you check back on it from time to time.

If you have any queries or questions about this Privacy Notice or how we use your personal data, please get in touch by email to [dataprotection@rasevets.com](mailto:dataprotection@rasevets.com) or by post marked for the attention of the Data Protection Officer at Rase Veterinary Centre, Unit 1b, Gallamore Lane Industrial Estate, Market Rasen, Lincolnshire LN8 3RX.

### **What personal data do we collect?**

We collect personal data relating to our customers and to other individuals whose personal data may be relevant to the pet registered with us (e.g. family members and those in your household, who may bring your pet in for treatment). If you provide personal data to us relating to other individuals, you should share this notice with them.

We may collect the following information about you:

- Identity data which includes your name, title, date of birth, gender and details about your pet.
- Contact data which includes billing address, delivery address, email address and telephone numbers.
- Transaction data which includes details about payments to and from you and other details of products and services that you have purchased from us.
- Usage data which includes information about how you use our website, products and services e.g. what you have read and what actions you have taken.
- Marketing and Communications Data which includes your preferences in receiving marketing from us and our third parties and your communication preferences.
- Information obtained during telephone calls with us which may be recorded.
- We also collect, use and share Aggregated Data such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate your usage data to calculate the percentage of users accessing a specific website feature.

## **How do we collect your personal data?**

We will collect personal data where relevant from:

- You, when you register your pet us and when you book an appointment
- Other veterinary practices, or pet health service companies e.g. pet physiotherapists, where you have provided us with permission to access relevant information directly from them
- Publicly available sources such as newspapers and online news sites, internet search engines, social media sites, blogs
- Via our website
- Selected third parties in connection with any sale, transfer or disposal of our business

## **Our legal basis for using your information**

The law only allows us to use your personal information in certain limited circumstances.

We will most commonly process your personal information:

- Where we need to perform the contract we have entered into with you (e.g. when you have asked us to treat your pet)
- Where we need to comply with a legal obligation (e.g. keeping records for insurance purposes)
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests (this allows us to send you information about our own services or products that are related to or similar to those you have already purchased from us, unless you tell us otherwise)
- Where you have consented to us using your personal information, although generally, we do not rely on consent as a legal basis for processing your personal data
- You have the right to withdraw consent to marketing at any time by contacting us

## **What this means in practice**

Any personal information that you give to us may be used in the following ways:

- To allow us to register you and your pet with us so that we can provide veterinary services to you
- To provide you and your pet with an appointment
- To answer any queries that you may have
- To contact you with information about your pet's health
- To contact you with information about products and services which may be beneficial to your pet's health (unless you tell us not to)
- To keep a record of your pet's health
- To administer medication to your pet
- To process your payment
- To administer any insurance claims
- To contact your insurance company
- To contact another practice or hospital if your pet needs further treatment
- To contact you with information about services or products similar to those you have received from us previously (unless you tell us not to)
- To prevent and detect fraud

## **If you fail to provide personal information**

If you fail to provide certain information when requested, we may not be able to perform the contract we have entered into with you (such as providing your pet with veterinary services or medication), or we may be prevented from complying with our legal obligations (such as to ensure that we keep the necessary insurance records). In this case we may have to cancel the contract you have with us but we will notify you if this is the case at the time.

## **How we share your data**

We may share your data with carefully selected third parties for the purposes listed in this notice. This includes:

- Other veterinary practices or veterinary hospitals if you have provided consent for us to do so
- Our business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you
- Industry bodies, including the Royal College of Veterinary Surgeons
- Insurance companies if you have provided consent for us to do so
- Other third-party service providers including data processors, IT system suppliers, auditors, lawyers, tax advisers
- Fraud detection agencies, other third parties who operate and maintain fraud or other databases
- The police and other third parties including banks
- Selected third parties in connection with any sale, transfer or disposal of our business

We do not sell your personal data for other organisations to use.

## **How we protect your personal data**

The security of your personal information is important to us.

We use appropriate technical and organisational measures to safeguard personal information. We use encryption technology where appropriate to enhance privacy and help prevent information security breaches.

We use industry-standard measures and processes for detecting and responding to inappropriate attempts to breach our systems.

Any personal information that we provide to you will be held within the EEA.

All third parties who provide services to us and process your personal data are required to sign a contract requiring them to have appropriate technical, administrative and physical procedures in place to ensure that your information is protected against loss or misuse. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

All information you provide to us is stored on our secure servers or on secure servers operated by a third party.

When using our website, unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of data that you transmit to our site; any transmission is therefore at your own risk.

If you chose to send us information via email, we cannot guarantee the security of this information until it is delivered to us.

### **How long we retain your personal data**

We only hold your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

We have set these timescales in accordance with any applicable legislation and where none exists then we will keep your information for the duration of our contract of services and then for a period of 7 years after which time it will be deleted.

### **Your Data Subject Rights**

You have a number of legal rights under data protection laws including:

- **Access to your personal data** – you can ask us to provide a copy of your information together with specified details about how we use your personal data
- **Rectification** – If you believe that your personal data is inaccurate, incomplete or out of date, you may ask us to rectify it
- **Erasure** – in certain circumstances, you may have a right to request erasure of your personal data but this is not an absolute right
- **Restriction of processing** – you may ask us to restrict or suppress the processing of your personal data in certain circumstances
- **Data portability** – in some cases, you have a right to move, copy or transfer certain personal data that have been provided by you to another organisation
- **Objection** – you can object at any time if you want us to stop sending you direct marketing. You can also object for some other types of processing in certain circumstances.
- **Withdrawal of consent** – if our legal basis for processing your personal data is consent, you may withdraw your consent at any time.
- **Automated decision making** – we do not intentionally carry out such activities but if we do then you have a right to ask us to stop any automated decision making.

Many of these rights are not absolute or may be subject to exemptions in certain circumstances.

If you wish to exercise any of these rights, you can contact us by email to [dataprotection@rasevets.com](mailto:dataprotection@rasevets.com) or by post marked for the attention of the Data Protection Officer at Rase Veterinary Centre, Unit 1b, Gallamore Lane Industrial Estate, Market Rasen, Lincolnshire LN8 3RX.

You may also find further information about your rights using the Information Commissioner's Officer (ICO) website: <https://ico.org.uk/your-data-matters/>

If you are not happy with how we handle your personal data, please contact us using the above details. We would welcome the opportunity to try to resolve any issues with you directly before you contact the ICO. You may however also choose to make a complaint to the [ICO](#)

### **Recruitment and Employment**

If you work for us, or apply for a job, we will process your personal data, including special

category data (which is data of a more sensitive nature), in order to comply with our contractual, statutory and management responsibilities and obligations. If you are an employee, please contact HR, or otherwise please contact [info@rasevets.com](mailto:info@rasevets.com) for further details concerning how your personal data is used for recruitment and employment.

### **Updates**

This Privacy Notice is updated from time to time, for example if a change is needed due to legal requirements or a change in processing activities. Please check this page from time to time to see the current version.

We last updated this Privacy Notice on 18<sup>th</sup> October 2022.

### **How to contact us**

We welcome questions, comments and requests regarding this Privacy Notice which can be sent to [dataprotection@rasevets.com](mailto:dataprotection@rasevets.com)

