

## Privacy notice for customers

### Introduction

#### Welcome to the Park Veterinary Group privacy notice.

Park Veterinary Group respects your privacy and is committed to protecting your personal data. This privacy notice will inform you as to how we look after your personal data and tell you about your privacy rights and how the law protects you. Please use the *Glossary* to understand the meaning of some of the terms used in this privacy notice.

This privacy notice covers the following content:

1. *IMPORTANT INFORMATION AND WHO WE ARE*
2. *THE DATA WE COLLECT ABOUT YOU*
3. *HOW IS YOUR PERSONAL DATA COLLECTED*
4. *HOW WE USE YOUR PERSONAL DATA*
5. *DISCLOSURES OF YOUR PERSONAL DATA*
6. *INTERNATIONAL TRANSFERS*
7. *DATA SECURITY*
8. *DATA RETENTION*
9. *YOUR LEGAL RIGHTS*
10. *GLOSSARY*
11. Important information and who we are

Purpose of this privacy notice

This privacy notice aims to give you information on how we collect and process your personal data through your registration with any of practices and use of our website, including any data you may provide through our website when you sign up to our newsletter, or purchase a product or service.

Our website is not intended for children and we do not knowingly collect data relating to children.

It is important that you read this privacy notice together with any other privacy notice or fair processing notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy notice supplements the other notices and is not intended to override them.

Controller

Park Veterinary Group is the controller and responsible for your personal data (collectively referred to as “Park Veterinary Group “we“, “us” or “our” in this privacy notice).

#### Contact details

Our full details are: PVG (Cardiff) Tradeco Limited (registered in England and Wales under company number 11576752; Registered Office: Leeman House, Station Business Park, Holgate Park Drive, York YO26 4GB Data Compliance Officer: Amanda Egan

Email address: [dataprotection@vetpartners.co.uk](mailto:dataprotection@vetpartners.co.uk)

Postal address: c/o Leeman House, Station Business Park, Holgate Park Drive, York YO26 4GB

You have the right to make a complaint at any time to the Information Commissioner’s Office (ICO), the UK supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

#### Changes to the privacy notice and your duty to inform us of changes

This version was last updated on 06/07/18 and historic versions can be obtained by contacting us.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

#### Links to third-party websites

Our website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

## 2. The data we collect about you

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together follows:

- [ **Identity Data** including first name, maiden name, last name, username or similar identifier, marital status, title, date of birth and gender.
- [ **Contact Data** including billing address, delivery address, email address and telephone numbers.
- [ **Pet Data** including the name, species, breed, gender, insurance records and medical history of your pet(s).

- [ **Financial Data** including bank account and payment card details.
- [ **Transaction Data** including details about payments to and from you and other details of products and veterinary services you have purchased from us.
- [ **Technical Data** including internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access our website.
- [ **Profile Data** including your username and password, purchases or orders made by you, your interests, preferences, feedback and survey responses.
- [ **Usage Data** including information about how you use our website, products and veterinary services.
- [ **Marketing and Communications Data** including your preferences in receiving marketing from us and our third parties and your communication preferences.

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. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice.

We do not collect any **Special Categories of Personal Data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

If you fail to provide personal data

Where we need to collect personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with products or veterinary services). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

### 3. How is your personal data collected?

We use different methods to collect data from and about you including through:

- [ **Direct interactions.** You may give us your Identity, Contact, Pet and Financial Data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:
  - [ register with one of our practices;
  - [ request our products or services;
  - [ create an account on our website;
  - [ subscribe to our publications;
  - [ request marketing to be sent to you;
  - [ enter a competition, promotion or survey; or
  - [ give us some feedback.

[ **Automated technologies or interactions.**As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies and other similar technologies. Please see our [cookie policy](#) for further details.

[ **Third parties or publicly available sources.**We may receive personal data about you from various third parties [and public sources] as set out below

[ Technical Data from the following parties:

- o analytics providers [such as Google based outside the EU];
  - o Contact, Financial and Transaction Data from providers of technical, payment and delivery services [such as PAYPAL based outside the EU]
- [ Identity and Contact Data from publicly available sources such as Companies House and the Electoral Register based inside the EU.

#### 4. How we use your personal data

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

[ Where we need to perform the contract for the delivery of veterinary services we are about to enter into or have entered into with you.

[ 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.

[ Where we need to comply with a legal or regulatory obligation.

Please refer to the *Glossary* to find out more about the types of lawful basis that we will rely on to process your personal data.

Generally, we do not rely on consent as a legal basis for processing your personal data other than in relation to sending third party direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by [contacting us](#).

#### Purposes for which we will use your personal data

We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please [contact us](#) if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

<b>Purpose/Activity</b>	<b>Type of data</b>	<b>Lawful basis for processing including basis of legitimate interest</b>
To register you as a new customer	(a) Identity  (b) Contact	Performance of a contract with you

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To process payments for products and services we provide to you, including: (a) Managing payments, fees and charges	(c) Pet (a) Identity (b) Contact	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to recover debts due to us)
(b) Collecting and recovering money owed to us	(d) Financial (e) Transaction	
To manage our relationship with you which will include: (a) Notifying you of treatments that your pet is due, or which may be beneficial to your pet	(a) Identity (b) Contact (c) Pet	(a) Performance of a contract with you (b) Necessary to comply with a legal obligation
(b) Notifying you about changes to our terms or privacy policy	(d) Profile	(c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)
(c) Asking you to leave a review or take a survey	(e) Marketing and Communications	
To enable you to partake in a prize draw, competition or complete a survey	(a) Identity (b) Contact (c) Pet (d) Profile (e) Usage	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to study how customers use our products/services, to develop them and grow our business)

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To administer and protect our business and our website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(f) Marketing and Communications  (a) Identity (b) Contact  (c) Pet  (d) Technical	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise) (b) Necessary to comply with a legal obligation
To use data analytics to improve our website, products/services, marketing, customer relationships and experiences	(a) Technical (b) Usage  (a) Identity (b) Contact	Necessary for our legitimate interests (to define types customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)
To make suggestions and recommendations to you about products or services that may be of interest to you	(c) Pet  (d) Technical  (e) Usage  (f) Profile	Necessary for our legitimate interests (to develop our products/services and grow our business)

## Marketing

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising.

### Promotional offers from us

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need for your pet(s), or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you (we call this marketing).

You will receive marketing communications from us if you have requested information from us or purchased products or services from us and, in each case, you have not opted out of receiving that marketing.

#### Third-party marketing

We will get your express opt-in consent before we share your personal data with any other company for marketing purposes.

#### Opting out

You can ask us or third parties to stop sending you marketing messages at any time or adjust your marketing preferences or by following the opt-out links on any marketing message sent to you or by [\*contacting us\*](#) at any time.

#### Cookies

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. For more information about the cookies we use, please see Cookie Policy.

#### Change of purpose

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please [\*contact us\*](#).

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

### 5. Disclosures of your personal data

We may have to share your personal data with the parties set out below for the purposes set out in the table in paragraph 4 above.

[ External Third Parties as set out in the *Glossary*.

[ Specific third parties such as VetPartners Limited, Catalyst IT Solutions and Virtual Recall Ltd.

[ Third parties to whom we may choose to sell, transfer, or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy notice.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

## 6. International transfers

We do not transfer your personal data outside the European Economic Area (EEA).

## 7. Data security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

## 8. Data retention

How long will you use my personal data for?

We will only retain your personal data 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.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

We keep basic information about our customers (including Contact, Identity, Pet, Financial and Transaction Data) for six years after they cease being customers for legal and tax purposes.

In some circumstances you can ask us to delete your data: see ***Request erasure*** below for further information.

In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

## 9. Your legal rights

Under certain circumstances, you have rights under data protection laws in relation to your personal data.

[ **Request access** to your personal data (commonly known as a “data subject access request”). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

[ **Request correction** of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

[ **Request erasure** of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

[ **Object to processing** of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

[ **Request restriction of processing** of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios: (a) if you want us to establish the data's accuracy; (b) where our use of the data is unlawful but you do not want us to erase it; (c) where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or (d) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

[ **Request the transfer** of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

[ **Withdraw consent at any time** where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

If you wish to exercise any of the rights set out above, please [\*contact us\*](#).

No fee usually required

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

Time limit to respond

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

## 10. Glossary

### LAWFUL BASIS

**Legitimate Interest** means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by [\*contacting us\*](#)

**Performance of Contract** means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.

**Comply with a legal or regulatory obligation** means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

### THIRD PARTIES

#### External Third Parties

- [ Service providers [acting as processors] based in the United Kingdom who provide IT and system administration services.
- [ Professional advisers including lawyers, bankers, auditors and insurers based England or Scotland who provide consultancy, banking, legal, insurance, debt and accounting services.
- [ HM Revenue & Customs, regulators and other authorities based in the United Kingdom who require reporting of processing activities in certain circumstances.

## **TERMS & CONDITIONS**

Thank you for entrusting the care and attention of your pet to Park Veterinary Group. This document details our Practice Terms and Conditions. By registering your pet/pets with the practice you agree that you have read and understood our conditions of business and agree to be bound by them, should you require any clarification of any aspect of the terms then please ask.

## **FEE LEVELS**

All fees, diets and drug charges are available on request and are subject to VAT at the current rate. Fee levels are determined by the levels of expertise and time spent on a case and according to drugs, consumables and materials used. A member of staff will be happy to discuss any queries you may have.

## **SETTLEMENT TERMS**

Payment is due at the time of treatment or discharge unless alternative arrangements have been agreed in advance. Should an account not be settled a reminder will be sent. Should it be necessary for further reminders to be sent, administration charges will be incurred. After due notice, unpaid accounts will be referred to our debt collection agency and further charges, such as for the production of reports, correspondence, court fees, attendance at court and phone calls will be levied in respect of costs incurred in collecting the debt. While it is our policy to co-operate with our clients whenever possible, if payment is not made in accordance with our terms, then debts will be escalated for further action and may include to the County Court to issue proceedings. Any cheque or credit/debit card transaction not honoured or any cash tendered that is found to be counterfeit will result in the account being restored to the original sum with further charges added to cover bank charges and administrative costs.

If the debt is a business to business debt, then we will pursue payment of all charges and interest to which we are entitled under the Late Payment of Commercial Debts (Interest) Act 1998 including our Administrative costs. If outstanding accounts are referred for legal proceedings the Court Fees and Legal Costs will also be claimed.

## **INABILITY TO PAY**

If for any reason, you are unable to settle your account as specified, we ask you to discuss the matter with a member of staff, as soon as possible and before treatment takes place. Please note that instalments or part payment of any account may be sanctioned with the express permission of a senior member of staff but any such arrangement must be agreed before treatment takes place. Emergency treatment to alleviate suffering will always be given irrespective of ability to pay.

## **METHODS OF PAYMENT**

Accounts are due for settlement at the end of the consultation, the discharge of your pet or upon collection of drugs and/or diets. You may settle your accounts using cash or credit/debit cards. Card payments can be taken over the phone for your convenience. BACS payments are to be paid to the bank account shown on the foot of your invoice, and should include as an account's reference your surname and postcode. If you can't find it, please call your local practice.

## **ESTIMATES OF TREATMENT COSTS**

We will have provided you a written estimate as to the probable costs of a course of treatment or surgical procedure. Please bear in mind that any estimate given can only be approximate and additional costs which cannot be predicted at the outset may occur as treatments progresses. We will make every reasonable effort to discuss any such additional costs wherever possible. Written estimates are valid for one month and as they are estimates only, they may not reflect the final costs incurred.

## **PET HEALTH INSURANCE**

Park Veterinary Group strongly supports the principle of insuring your pet against unexpected illness and accidents. Please ask for details of insurance from any member of staff but be aware though that with any insurance company it is your responsibility to determine your level of cover and then to reclaim any fees you have paid the practice. It is also your responsibility to pay any excess that may be set according to your policy and to have knowledge of any condition exclusions. In certain instances, when clients do not have the funds to make payments in full, arrangements can be made for your insurer to make their payment directly to us but this only applies to particular insurance companies and even then, when sums involved are high enough. Please ask for details if you would like to be considered for this facility.

Agreement of a direct claim does not transfer liability of fees incurred to the practice. If at any point the insurer refuses payment for a direct claim, the owner will still be fully liable for all costs incurred. The insurance policy is a private agreement between the owner and insurer. The practice cannot be involved in disputes over non-payment of insurance claims. We allow 30 days from completion of claim form to receiving settlement. Should the insurer not settle within that time period, the owner may be required to settle the outstanding fees in full.

## **VACCINATION REMINDERS**

Whilst we make every reasonable effort to send out reminders for annual vaccinations, the responsibility to keep them up to date remains with you. Please be aware that PETS passports require rabies vaccination boosters so please keep a personal record of when this is due.

## **HOME VISITS**

In an emergency, it is usually in the best interest of your pet to be seen at the surgery where facilities and a full range of drugs are available. It is not normally possible to carry out home visits. Where an estimate is given, a 50% deposit may be required prior to commencement/ continuation of the proposed treatment plan. Full payment of the estimate is required for caesarean sections.

## **PHARMACEUTICALS**

1. Prescriptions are available from the practice. The current charge for a written prescription is displayed in our reception areas or you may ask a member of staff for this information. You may obtain Prescription Only Medicines, Category V, (POMVs) from your veterinary surgeon or ask for a prescription and obtain these medicines from another veterinary surgeon or a pharmacy. Your veterinary surgeon may prescribe POMVs only for animals under his or her care. A prescription may not be appropriate if your animal is an in-patient or immediate treatment is necessary. You will be informed, on request, of the price of any medicine that may be prescribed for your animal. The policy of this practice is to re-assess an animal requiring prescriptions every three months, but this may vary with individual circumstances. The charge for this re-examination is our standard consultation fee.

Flea and worm treatments can however be dispensed without examination as part of a health plan agreed at the annual health assessment. Clients are requested to give 24 hours' notice for repeat prescriptions.

We strongly advise the regular use of routine anti-parasitic medication. Many of these products are POMVs and legally we are only able to dispense such products without the need of an examination when an animal has been examined by a Veterinary Surgeon in the last 12 months. We may therefore be required to examine your pet prior to dispensing. To assist our clients, when the patient is just examined for the purpose of dispensing routine anti-parasitic treatment there is no charge for a consultation. Should clinical matters or a skin condition for which treatment is necessary arise out of that examination then a consultation fee will be incurred at this time.

In accordance with the Medicines Act we will always use a veterinary licenced product. Should this not be available we will then use veterinary products licenced for use in other species and failing that a human medical product. Any use of off-licence medication will be based upon or knowledge of its use in animals and an assessment made of the risk and benefits involved. This is particularly common in species other than dogs and cats for which few licenced products are available. Please speak to a veterinary surgeon if you have any concerns about this issue.

## **EMERGENCY COVER**

In an emergency call your normal practice and you will be directed to the appropriate emergency provider.

## **OWNERSHIP OF RECORDS**

The care given to your pet may involve undertaking some specific investigations, for example taking radiographs. The ownership of the resulting radiographs and all other records will remain at all times with the practice as part of the complete and comprehensive records. Charges made for x-rays are for the production and interpretation of them. If required, we can arrange copies of the x-rays but this would be at your expense.

Radiographs and copies of all laboratory results, with a summary of the history will be passed on, by request, to another Veterinary Surgeon should the need arise. You may view your pet's clinical notes on request by appointment only. Please note it is your responsibility to provide us with accurate contact details.

## **COMPLIMENTS/FEEDBACK**

We are always pleased to receive compliments/feedback on the service we provide.

## **COMPLAINTS AND STANDARDS**

We hope to ensure you never have recourse to complain about the standards of service received from us. However, if you feel that there is something you wish to raise, please direct your comments within 28 days in writing, to Park Veterinary Group, Sanatorium Road, Cardiff CF11 8DG An acknowledgement will be sent by return and then a period will elapse while the case is investigated and reports collated from those staff involved. A reply in writing will follow, usually within 28 days although the period may be longer if the Practice Manager or staff involved are temporary unavailable or delayed.

We will not tolerate any aggressive, or abusive behaviour to any staff member, at any time. Any client behaving in such a way will be asked to leave the premises immediately and will then be notified in writing that they must find alternative veterinary cover.

## **VARIATIONS IN TERMS AND CONDITIONS OR BUSINESS**

No addition or variation of these conditions will bind the Practice unless specifically agreed in writing by the partners. Additionally, no agent or person employed by or under contract with the Practice has the authority to alter or vary these terms and conditions in any way.