

## **SERENITY PHYSIO PRIVACY POLICY**

At SERENITY PHYSIO, we understand that your privacy is important to you and that you care about how your information is used and shared online. We respect and value the privacy of everyone that visits our website and only collect and use information in ways that are useful to you and in a manner consistent with your rights and our obligations under the law, including the General Data Protection Regulation (GDPR).

This privacy and cookie policy will help you understand how we process any and all data collected by us in relation to your use of our website, and what choices you have.

### **About us**

Our website, [www.serenityphysio.co.uk](http://www.serenityphysio.co.uk) is operated by our small physiotherapy team jointly owned by Michelle Neal and Grete Drewett.

Please see our profile and contact details on our home page.

Our data protection officer is Michelle Neal who can be contacted at [info@serenityphysio.co.uk](mailto:info@serenityphysio.co.uk).

### **What information do we collect?**

As HCPC and CSP registered physiotherapists we have a legal obligation to maintain records of your assessment and treatment sessions. These cannot be deleted on request and are processed as a medical record. We are required to keep these treatment records for 8 years from the date of last treatment for adults. For children we keep these records for 8 years after their 18<sup>th</sup> birthday or until they are 25 years of age.

We collect information about you when you register with us, or complete the 'contact us' form on our website. Website usage information is also collected when on our site using cookies.

We will ensure that all data is collected, stored and transferred in accordance with GDPR 'Good Practice Guidelines'.

### **How will we use the information about you?**

Physiotherapy assessment and treatment records will be updated at each treatment session or if any contact has been made with the client between sessions. This information will be used solely for clinical practice.

Information collected from the website will be used to provide the products or services requested, to respond to communications from you and, if you agree, to email you about other products and services that we think may be of interest to

you. We may also use this information to contact you and remind you of appointments you have booked.

We will not share your information for marketing purposes with any companies outside of our organisation.

### **How and where do we store your data?**

We only keep your data if we have a valid [legal reason to do so](#) and will only keep it for as long as we need to in order to fulfil our contractual or legal obligations or for as long as we have your permission to keep it. The system we use for storage and management of your data meets GDPR compliancy regulations.

We will conduct an annual review to determine if we need to keep your data. Your data will be deleted if we no longer need it to maintain our obligations or if you have requested that we delete it. As detailed earlier, we are not able to delete your physiotherapy treatment records.

Some or all of your data may be stored or transferred outside of the European Economic Area ("the EEA"). If we do store or transfer data outside of the EEA, we will take all reasonable steps to ensure that your data is treated as safely and securely as it would within the EEA and under the GDPR.

Data security is of great importance to us. We take steps to protect your data by using data encryption on our websites and applications. Our website is hosted in the UK and is monitored 24/7/365. The servers where they are stored includes firewall protection and secure monitoring software which generates alerts in the event of a hack attempt or the detection of malware.

### **Marketing**

With your permission we would like to send you information about products and services, together with details of news and promotions that we think will be of interest to you. We may use your data to contact you by email, telephone and message. You may opt out at any time.

If you no longer wish to be contacted for marketing purposes, please email [info@serenityphysio.co.uk](mailto:info@serenityphysio.co.uk). You can opt out of our email communications by clicking the unsubscribe link at the footer of any email you receive from us.

### **Access to your information and correction**

You have the right to request a copy of the information that we hold about you. If you would like a copy of some, or all of your personal information, please email us at [info@serenityphysio.co.uk](mailto:info@serenityphysio.co.uk). We may make a small charge for this service.

We want to ensure that your personal information is accurate and up to date. You may ask us to correct or remove information you think is inaccurate.

### **Cookies**

Cookies are text files placed on your computer to collect standard internet information and visitor behaviour information. This information is used to track visitor use of the website and to compile statistical reports on website activity. It may also be used for the purpose of running re-marketing adverts to you about our products and services.

You can set your browser not to accept cookies and can also remove cookies from your browser. However, if you do, some features on our website may not function as a result.

You can find out more information about cookies and how to remove cookies by visiting [allaboutcookies.org](http://allaboutcookies.org) or [cookiecentral.com](http://cookiecentral.com)

### **Other websites**

Our website contains links to other websites. This privacy policy only applies to this website. If you follow a link to other websites, you should read their privacy policy.

### **Changes to our privacy policy**

We will keep our privacy policy under regular review and will place any updates on this web page. This privacy policy was last updated on the 10<sup>th</sup> October 2021.

### **Contact Us**

If you have any queries concerning this Privacy Policy, your personal information or any questions on our use of the information, please email Michelle or Grete on [info@serenityphysio.co.uk](mailto:info@serenityphysio.co.uk). Alternatively, you can raise an issue with the Information Commissioners Office. Further details on GDPR and data protection laws can be found at the ICO website ([Home | ICO](#)).