

Lakeside Physiotherapy Privacy Policy

Your privacy is very important to us. To protect your privacy we provide this information explaining our online and in house information practices and the choices you can make about the way your information is collected and used. It is available on our website and in our clinic reception.

We believe:

- 1 User privacy and data protection are human rights
- 2 We have a duty of care to the people whose data we hold
- 3 Data is a liability, it should only be collected and processed only when absolutely necessary
- 4 We will never sell, rent or otherwise distribute or make public your personal information
- 5 We will never sell or give your data to anyone without your consent.

Personal Information

Your personal information is information about you from which you can be identified, such as your name and contact details. This may include personal information such as medical information. At Lakeside physiotherapy may ask you for you for relevant information which will assist in providing you with the best possible treatment and advice.

By providing your data and/or information, or by using our website or digital platforms, you consent to the use of your data and information as described or referred to in this privacy notice.

If we make a change to any of the ways in which we process personal information, we will update this policy and our website page with an updated displayed at the top of the page.

Use of your Personal Information

We use your personal information to provide you with our services and to improve and extend our services. This may include:

- creating appointments and responding to your queries
- supporting your medical treatment and care
- internal record keeping and administration
- responding to requests where we have a legal or regulatory obligation to do so
- checking the accuracy of information about you, and the quality of your treatment or care, including auditing medical and billing information for insurance claims.
- supporting your doctor or other healthcare professional
- assessing the type and quality of care you have received and any concerns or complaints you raise, so that these can be properly investigated
- using your contact information to send you service-related information (only if you have agreed to this)
- using your contact information to give you an opportunity to complete a customer satisfaction survey

The confidentiality of your personal information is of paramount concern to Lakeside Physiotherapy and we comply with UK data protection law and all the relevant medical confidentiality guidelines.

Your confidential medical information will only be disclosed to those involved with your treatment or care, or in accordance with UK law and guidelines from professional bodies, or for the purposes of clinical audit, unless you object.

Information we may hold

The information we hold about you may include the following:

- basic details such as name, address, contact details and next of kin
- details provided by yourself by email, text or phone conversation
- patient experience feedback and treatment outcome information you provide
- information about complaints and incidents
- medical notes and reports about your health, injury including any treatment and care you have received or require
- information from customer surveys
- other information we receive from practitioners or other companies who have obtained your permission to share information about you.

Security of Information

We are committed to keeping your personal information secure. We have put in place physical, electronic and operational procedures intended to safeguard and secure the information we collect.

Your personal data and medical notes are stored in paper format within your case files and not electronically stored. Case files are kept within a locked filing cupboard which is in the office which has a locked door.

Our staff have a legal duty to respect the confidentiality of your information, and access to your confidential and medical information is restricted only to those who have a reasonable need to access it. We take reasonable precautions and follow best practices to make sure it is not inappropriately lost, misused, accessed, disclosed, altered or destroyed.

Our website is secured by baltic designs and as such any information transmitted via this website is encrypted. Our email server is also protected via SSL and as such, if you have configured your email client to send and receive emails via this secure method, your data will be secure. If you are using plain text then we can not guarantee the safety or integrity of any emails once they have left our server.

When using this website, if the URL of a web page starts with HTTPS, or you see a locked/green padlock symbol, your data should be encrypted when it is sent from your computer to our server. However, we cannot ensure the security of your data when it is being transmitted to our website or other digital sites from other pages. All transmission of personal information and other data is done at your own risk.

Information submitted to Lakeside physiotherapy through a website is normally unprotected until it reaches us. In addition, users are also requested not to send confidential details or credit card numbers, for example, by email.

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 your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

Retention of your personal and medical information

We will only keep your personal information and medical records for as long as is necessary and in accordance with the UK and Scottish law.

Data Protection Officer

Lakeside Physiotherapy has appointed S Bintley-Bagot as the Data Protection Officer (DPO). If you have any queries about our policy or concerns about your data please contact us at Lakeside Physiotherapy 18 Grange Road West Kirby Wirral CH48 4HG

Third Party Data Processors

Other third-party providers, such as Paypal, will only collect, use and disclose your information to the extent necessary to allow them to perform the services they provide to us. Such as payment gateways and other payment transaction processors, have their own privacy policies in respect to the information we are required to provide to them for your purchase-related transactions.

For these providers, we recommend that you read their privacy policies so you can understand the manner in which your personal information will be handled by these providers.

Third party providers we use:

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| 1. | Wordpress | https://wordpress.org/plugins/search/privacy+policy+/ |
| 2. | Paypal | https://www.paypal.com/en/webapps/mpp/ua/privacy-full |

Updating our Privacy Policy

We will regularly review and update our privacy policy. The latest updated version will be held on our website