



## **Privacy Policy**

### **Identity and contact details**

Westmorland Veterinary Group is the data controller and is committed to protecting the rights of individuals in line with the data protection act 1998 (DPA) and the new General Data Protection Regulation (GDPR). This policy sets out the basis on which any personal data we collect from you will be processed by us.

Westmorland Veterinary Group  
Riverside Business Park  
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Kendal, Cumbria  
LA9 7SX  
office@westmorland-vets.co.uk

### **What Information do we collect about you?**

When you register your pet at Westmorland veterinary Group you will be asked for some essential information including your title, full name, home address, email address, telephone numbers. You may also be requested to give your details for other reasons. These details are collected either in person, by telephone or online.

We do not collect any sensitive personal data.

### **How we use personal information**

We use your personal information for the following purposes:

- Account set-up and maintenance;
- Register your pet on health plans on our LCC scheme;
- Make appointments;
- Automated text and email appointment reminders;
- Medicine supply records (VMD);
- Process the fees due for any treatment;
- Account invoicing;
- Contact you about your pet, your account or credit status where required;
- Deliver a safe and secure service by helping to prevent fraud. We may need to disclose information to assist legal or debt recovery processes;
- Flea, Tick and Worm product text reminders;
- Emailed Newsletters and marketing;
- Speed up your form filling processes.

Any details that you give us via our website may be added to our database. The database is used by us (and third parties acting on our behalf) for client administration and marketing-related purposes. We may, from time to time, send you mailings that you have requested or we feel may be of interest to you. Such mailings may include details of our services, newsletters, updates and invitations to events. We do not rent, sell or disclose your contact details to any other third parties.

In common with most websites, our website uses cookies, which are small text files downloaded onto your computer so that we can recognise repeat visitors and compile aggregate data in order to improve our website. Cookies do not permanently attach to your system or damage your files. We do not use cookies to identify you merely to improve your experience of the website. You can set your internet browsers so that it will not download our cookies. This will not prevent you from using our website. You should refer to the Help section of your internet browser in order to change your cookie settings.

### **How do we protect your data?**

We have in place strict security procedures for the storage and disclosure of your information to prevent unauthorised access. No card data given over the phone is stored at any time.

The transmission of information over the internet is not completely secure. Although we use strict procedures and security features to help us do our best to protect your personal data, we cannot guarantee the security of your data and any transmission is done so at your own risk.

### **What is our legal basis for processing your personal data**

- Processing the data is necessary for the performance of a contract with the data subject;
- The data subject has given consent to the processing – by giving a positive opt in;
- Processing is necessary for compliance with a legal obligation;
- Processing is necessary for the performance of a task carried out in the public interest.

### **How long we keep it**

In accordance with HMRC we are required to keep VAT records for a minimum of 6 years, and in accordance with the Veterinary Medicines Directorate we are required to keep information on medicines supplied for a minimum of 5 years or for the time the account is held with the practice whichever is greater. We do not keep personal data for longer than necessary. Your information we use for marketing purposes will be kept with us until you notify us that you no longer wish to receive this information.

### **What are your rights?**

You have the following rights with respect to your personal data:

- The right to be informed;
- The right of access;
- The right to rectification;
- The right to erasure;
- The right to personal data portability;
- The right to restrict processing;
- The right to object to the processing of your personal data;
- The right to withdraw your consent to the processing at any time;
- The right to lodge a complaint with the Information Commissioners Office.

### **Data Protection**

Anyone who provides Westmorland Veterinary Services Limited with personal information is given the opportunity to manage how that information is used. This includes opting out of any services and restricting the use of that information. You can do that at the time the account is set-up or at a later date by sending an email to [office@westmorland-vets.co.uk](mailto:office@westmorland-vets.co.uk). In accordance with the Data Protection Act 1998, Westmorland Veterinary Services Limited are registered as data controllers on the public Register of Data Controllers maintained by the Information Commission.

### **Disclosing Information to Others**

Westmorland Veterinary Group will never sell or share your personal information with third parties unless it is required to fulfil your order or to fulfil another function, which you have consented to. Should we employ other companies to perform functions on our behalf (including fulfilling orders, analysing data, sending e-mails and postal mail), we will ensure that they only use such information under our direction and that they have adequate procedures in place to deal with your data securely.

### **Changes to this Policy**

As statutory and online requirements change so this policy document may change.