



Swanspool Veterinary Clinic Privacy Policy

The following explains our policy regarding the personal information we collect about you. Swanspool Veterinary Clinic (SVC) are committed to protecting and respecting your privacy. We are the Data Controllers and are responsible for storing and processing your data in a fair, lawful, secure and transparent way.

1. Personal Information

In order to register your pet with us you will be asked to submit personal information about yourself (e.g. name, address, telephone numbers and email address). Swanspool Veterinary Clinic (SVC) take your privacy seriously and will only use your personal information to administer your account and to provide the products and services you have requested from us.

For everyone's safety and security we operate CCTV on our premises. These images are recorded purely for the purpose of crime prevention and public safety.

2. Why we need your personal data

When you supply any personal information to SVC we have a legal obligation towards you in the way we deal with that data.

SVC uses your personal information for the following purpose:

- To provide a professional service for your animals
- Account administration (including insurance claims and debt collection)
- To process Health check reminders
- Customer service

Our legal basis for processing the above data is 'legitimate interests'.

- To provide relevant information (e.g. notification of events) and occasionally marketing information, unless you chose to opt-out of receiving such communications

Our lawful basis for processing the above data is consent.

In general, any information you provide to SVC will only be used within the clinic. However, there are circumstances when SVC will need to share your personal data to provide continuing services, these may include:

- Laboratories, to process samples and obtain test results
- Referral units, to provide additional services for your animals
- Microchip Registration
- Debt collection agencies, to recover overdue accounts
- Third party IT/Software agencies, to support our IT infrastructure
- Insurance Companies, to process claims on your behalf.
- Legal compliance, at times SVC may be required by law to disclose your personal information.

SVC will hold your personal information on our systems for as long as you use the service you have requested. Should you no longer wish to remain a client of SVC you have the right to request erasure of your data by contacting us at the address below.

SVC will ensure that all personal information supplied is held securely, in accordance with the Data Protection Act 1998.

3. Website Visitors

In order to visit or use services on our website (services include newsletters and information about SVC), you enable SVC to provide you with the information you select. Should you at any time provide personal information via our website, we will treat that information in accordance with this policy. Our services are designed to give you the information that you want to receive. SVC will act in accordance with current legislation and aim to meet current Internet best practice.

During the course of any visit to our website, the pages you see, along with something called a cookie, are downloaded to your computer (see paragraph 4 for more on this). Most, if not all, websites do this, because cookies allow the website publisher to do useful things like find out whether the computer (and probably its user) has visited the site before. This is done on a repeat visit by checking to see, and finding, the cookie left there on the last visit.

Any information that is supplied by cookies can help us to provide you with a better service and we may use this information to analyse the profile of our visitors.

SVC also has the following social media pages (Facebook). All clients are free to join these pages. If you join one, please note that the provider of the social media platform has their own privacy policy and SVC do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these sites.

4. What is a cookie?

When you enter a site, your computer will automatically be issued with a cookie. Cookies are text files that identify your computer to our server. Cookies in themselves do not contain any personal identifying information about a visitor or their location. They just identify the computer used. Many sites do this whenever a user visits their site in order to track traffic flows and patterns of behaviour of site visitors.

Users have the opportunity to set their computers to accept all cookies, to notify them when a cookie is issued, or not to receive cookies at any time.

5. Access to your personal information

You are entitled to request access, review and update the personal information SVC has about you.

All such requests should be made in writing to the following address:

Practice Manager
Swanspool Veterinary Clinic
1 London Road
Wellingborough
Northants
NN8 2BT

Telephone: 01933 222145
Email: vets@swanspoolvets.com