



Whiskers Vets Privacy Policy

Effective date 15.2.24

This Privacy Policy explains how Whiskers Vets collects and processes the personal data of any individual, staff or client who uses our business, services and products, or our website.

AMLH Ltd (trading as Whiskers Vets), is a small animal veterinary practice in Heathfield, Newton Abbot, TQ12 6RY. The company is registered in England and Wales under number 15282765, whose registered office is at Staverton Court, Staverton, Cheltenham, Gloucestershire, United Kingdom, GL51 0UX. We promote the health and well-being of your pets by providing products and services that include diagnosing, treating and advising owners on the care of their pets.

This information is provided because Data Protection Law gives individuals rights to understand how their data is used under the General Data Protection Regulation (GDPR) and Data Protection Act 2018. By using us as a service, you agree to the terms of this policy.

We may change this privacy policy from time to time. If we make changes we will notify you by revising the date at the top of this policy, in some cases, we may provide you with additional notice, such as a statement to the top of our website. We encourage you to stay informed about our practices and the choices available to you.

Why do we need to process your data?

In order for us to carry out our ordinary duties to our staff and clients, we may process a wide range of personal data about individuals as part of our daily operation. Some of this activity is carried out in order to fulfil its legal rights, duties and obligation including those under a contract with its staff and clients. Other uses of personal data will be made in accordance with our legitimate interests, or the legitimate interest of another, provided that these are not outweighed by the impact on individuals, and provide it does not involve special or sensitive types of data.

The personal data we collect and process:

We endeavour to keep this information accurate and up to date, and not keep it longer than is necessary. Personal data includes your name, date of birth, address, email address, phone number and insurance policy number. We will also collect payment information should you choose to use this form of payment. We do not store these details but if you join our wellness club we will pass these on to Easy Direct Debits Ltd for payment processing

How is the information collected?

- Directly from you upon registering with the practice and when purchasing products or services
- From a third party acting on your behalf, such as a family member providing your details
- If you provide us with any personal data relating to any third party (e.g information about your spouse or other family members) for particular purposes, by submitting such data to us, your warrant that you have obtained their consent to provide this personal data for those purposes. Molevalley Farmers Ltd also have CCTV covering their carpark for the purposes of prevention and detection of crime.

How and why we process your data:

What we do and why	Our lawful basis
Identify who you are and keep our records accurate	As part of our contract with you.
To provide onsite veterinary services to clients and supply of necessary medication	Our legitimate interest to ensure your pet is, and remains in, good health.
To process communications with third parties in order to provide a complete veterinary service (Please refer to the list below for those we share data with)	Our legitimate interest to ensure your pet is, and remains in, good health and that we comply with any legal requirement or process your data as part of our contract with you.
To share with other veterinary suppliers such as GP or Referral Centres (upon your request).	Our legitimate interest to ensure your pet is, and remains in, good health.
Send you reminders so you know when to bring your pet in to see us	Our legitimate interests are to ensure your pet is, and remains in, good health and to optimise time efficiency in our practices by reducing missed appointments.
What we do and why	Our lawful basis
Send you treatment reminders	Our legitimate interest to ensure your pet is, and remains in, good health.
Communicate with your insurance provider to ensure any claims can be submitted efficiently.	This is a legal requirement and part of our contract with you.
Send you service updates such as changes to our T&Cs, practice disruptions or to inform you of any changes to our service provision.	This is a legal requirement and part of our contract with you.
Send you information to inform you of health concerns that may affect your pet.	Our legitimate interest to ensure your pet is, and remains in, good health.
Send you information about our wider services, events and resources. We like to keep you up to date and help you get the best from our services (you can find out more in the section on Marketing messages below).	Clients find this useful in administering care to their pets and to keep up to date with what is going on at the practice. We would like our clients to enjoy these communications, and this is only with your consent. Please note you can opt out at any point by clicking unsubscribe on any messages, calling our team or dropping in to ask them to update your preferences.
We sometimes ask for your feedback. You have the choice to More anonymise your response, but we may want to respond to you directly, if you have any concerns.	Our legitimate interest to address your concerns and continue to improve our services for our customers and their pets.
We may have to disclose your data in order to comply with any legal obligation, or to protect our rights, or safety of our employees, clients or others.	This is a legal requirement and part of our contract with you.
Take payments for the service give refunds where necessary	As part of our contract with you.
Keeping a record of financial transactions so we know what you've paid for.	It is a legal requirement.

Who do we share your data with:

- Our out of hours providers, MiNight, Totnes and Exonia Veterinary Emergency Service, Exeter.
- Referral practices should you choose to refer you pet for further treatment
- New owners should you decide to rehome you animal and consent to your data being transferred
- Other GP Vet practices should you decide to move
- Laboratories and cremation services following your request
- Your insurance company to process claims on your behalf
- Microchip registration services following your consent, please note that this is a legal requirement for both dogs and cats in the UK
- Travel companies following your request
- Breeding and Health schemes relevant to your pet
- Banks and providers of financial services to the Practice and its client, including payment card systems (specifically Nordhealth Pay) and credit finance solutions (including CarefreeCredit Ltd and Klarna);
- If you decide to purchase our wellness club you will need to provide bank account details to set up and confirm your direct debit. We do not retain this information once your direct debit is confirmed.
- Debt collection agencies should you fall behind in payments
- Email providers, printing, digital signing and mailing houses so that we can inform you of the services provided and relevant to you, should you agree to marketing communications
- Law enforcement, government and other agencies should we receive request or deem it necessary
- Third parties such as the police, RSPCA or other authorities where we are unable to reach you for consent
- Third party software providers where your data will be shared to facilitate a more convenient and accessible service

Please note, in the event that a business is transferred with another business, your details may be disclosed to our advisors or prospective purchasers and passed onto the new owners to continue providing the veterinary service.

We will never sell your data for the purpose of marketing.

When you use our website:

When someone visits www.whiskersvets.co.uk we use a third party service, Vets Digital to host and maintain the security and performance of our website.

Data:

Usage Data is collected automatically when using the Service. This may include information such as your device's internet protocol address (e.g. IP address), browser type, browser version, the pages of our Service that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

When you access the Service by or through a mobile device, we may collect certain information automatically, including, but not limited to, the type of mobile device you use, the unique ID of your device, the IP address of your mobile device, your mobile operating system, the type of internet browser you use, unique device identifiers and other diagnostic data.

We may also collect information that your browser sends whenever you visit our Service or when you access the Service by or through a mobile device.

Tracking Technologies and Cookies

We use Cookies and similar tracking technologies to track the activity on our Service and store certain information. The tracking technologies used are beacons, tags, and scripts to collect and track information and to improve and analyze our Service. The technologies we use may include:

- Cookies or Browser Cookies. A cookie is a small file placed on your Device, you can instruct your browser to refuse all Cookies or to indicate when a Cookie is being sent. However, if you do not accept Cookies, you may not be able to use some parts of our Service. Unless you have adjusted your browser setting.
- Flash Cookies. Certain features of our Service may use local stored objects (or Flash Cookies) to collect and store information about your preferences or your activity on our Service. Flash Cookies are not managed by the same browser settings as those used for Browser Cookies.
- Web Beacons. Certain sections of our Service and our emails may contain small electronic files known as web beacons (also known as clear gifs, pixel tags and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics.

Cookies can be "Persistent" or "Sessions" Cookies. Persistent Cookies remain on your personal computer and mobile device when you go offline whereas Session Cookies are deleted as soon as you close your web browser.

For more information about the cookies we use and your choices available regarding cookies, please visit our Cookies Policy available on www.whiskersvets.co.uk

Website analytics

We may use a third-party service providers to monitor and analyse the use of our website service.

Google Analytics:

This is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualise and personalize the ads of its owner advertising network.

You can opt-out of having made your activity of the Service available to Google Analytics by installing a Google Analytics opt-out browser add-on.

For more information of the privacy practice of Google, please visit the Google Privacy and Terms webpage: www.policies.google.com/privacy

Your contact history with Whiskers

This involves any communication history, by way of email, phone, letter or other forms of contact. Please also note the calls to our practice may be recorded for training and monitoring purposes.

What we do and why	Our lawful basis
Provide customer service and support	This is part of our contract with you
Continuous improvement to our services	Our legitimate interest to keep our team trained to provide the best possible service
Resolve complaints, disputes and claims	Our legitimate interest to resolve complaints and disputes in a timely manner and to exercise our legal rights.
Record telephone calls	For training and monitoring purposes

How Data accuracy and security:

Whiskers Vets will endeavour to ensure that all personal data is up to date and accurate. You are responsible for making sure you give us accurate and up to date information. If you provide information for another person, you will need to tell them how to find the Privacy Notice and make sure they agree to us using their information for the purposes set out in it.

Please be reassured that we only share the information that is necessary at the time, and confirm that strict contracts are in place to ensure any third parties also keep your information secure.

An individual has the right to request that any out of date, irrelevant or inaccurate information about them is erased or corrected (subject to certain exemptions and limitations) under the GDPR Law.

Whiskers Vets will take appropriate technical and organisation steps to ensure the security of personal data about individuals, including policies around the use of personal data, and the access to our systems. All staff are made aware of this policy and their duties under the GDPR Law and will receive relevant training.

16 or under:

We are concerned to protect the privacy of children aged 16 or under. If you are aged 16 or under, please get your parent/guardian's permission beforehand whenever you provide us with personal information.

Transfer and storage of your personal data:

We work with some third parties that are based outside of the European Economic Area (EEA), including but not limited to the use of Outlook, Xero, Signwell and Facebook.

Your consent to this Privacy Policy followed by Your submission of such information represents Your agreement to that transfer.

The Company will take all steps reasonably necessary to ensure that Your data is treated securely and in accordance with this Privacy Policy and no transfer of Your Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of Your data and other personal information.

Retention of data:

We review our retention periods for personal information on a regular basis. We are legally required to hold some types of information to fulfil our statutory obligations. We will hold your personal information on our systems for as long as is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with us. We will continue to retain personal data securely and only in line with how long it is necessary to keep for a legitimate and lawful reason. Historically, clinical records are advised to be retained for seven years, with records of the supply and administrator of POM-V and POM-VPS medicines be kept for five years. A limited and reasonable amount of information will be kept for archiving purposes, for example and even where you have requested we no longer keep in touch with you, we need to keep a record of the fact in order to fulfil your wishes (called a 'suppression record').

We will only process your personal data whilst you are a client.

- After one year and six months of inactivity we will email or call clients to prompt them to see if they wish to remain as a client.
- After two years we will write to or call clients again.
- After seven years and six months with no activity or no response to our enquiries we will close the client's account and archive and inactivate the data.

In order to comply with our professional liability insurance, medical history, drug sensitivity and treatment records we keep archived data securely stored. This includes your personal data and will be anonymised as below:

- Informed deceased pets data after 7 years.
- Pets not formally informed deceased data will be kept until:
 - Canine aged over 20 years
 - Feline aged over 30 years
 - Rabbits aged over 15 years
 - Guinea pigs & exotics aged over 10 years.

Security of Your Personal Data

The security of Your Personal Data is important to Us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While We strive to use commercially acceptable means to protect Your Personal Data, We cannot guarantee its absolute security.

Your rights as a data subject:

- Right of access – you have the right to request a copy of the information that we hold about you.
- You can do that by contacting us at Whiskers, Vets, Data Protection Officer, 22 Battle Road, Heathfield, Newton Abbot, Devon, TQ12 6RY. Please note that you will need to provide proof of identity.
- Right of rectification – you have a right to correct data that we hold about you that is inaccurate or incomplete.
- Right to be forgotten – in certain circumstances you can ask for the data we hold about you to be erased from our records.
- Right to restriction of processing – where certain conditions apply to have a right to restrict the processing.
- Right of portability – you have the right to have the data we hold about you transferred to another organisation.
- Right to object – you have the right to object to certain types of processing such as direct marketing.
- Right to object to automated processing, including profiling – you also have the right to be subject to the legal effects of automated processing or profiling.
- Right to judicial review : in the event that Whiskers Vets refuses your request under rights of access, we will provide you with a reason as to why. You have the right to complain as outlined below.

Queries and complaints

Our Senior Leadership Team would be happy to answer any of your questions about this privacy notice and how Whiskers Vets uses your data. They will endeavour to ensure that all personal data is processed in compliance with this policy and Data Protection Law. Should you have any queries or complaints, you can contact our team at hello@whiskersvets.co.uk or by calling 01626 835002, alternatively, please write to Whiskers Vets, Data Protection, 22 Battle Road, Heathfield Industrial Estate, Newton Abbot, Devon, TQ12 6RY.

In the event that you have not received a response within 30 days you have the right to contact the ICO <https://ico.org.uk/global/contact-us/email> or telephone 0303 123 1113.

Whiskers Veterinary

22 Battle Road, Heathfield Industrial Estate,
Newton Abbot, Devon. TQ12 6RY

T 01626 835002 | E hello@whiskersvets.co.uk

Opening Hours Mon - Fri: 8am - 7pm, Sat: 8:30am - 1pm

Registered in England No. 15282765 | VAT Registration No. 456003909 | www.whiskersvets.co.uk