

SPF16 - Data Protection Policy

We gather information, including Protected Information such as date of birth, addresses etc, from our website when you fill in your details. We may also gather this information from telephone conversations with you or face to face at Swavesey Physio during booked appointments / visits. Medical in Confidence information may either be generated during appointments, or you may give us this information while communicating with us. Any personal information provided via Social Media interactions (such as 'likes' or Recommendations) will only be used within that Social Media environment.

We will use your information:

- To help contact you specifically for your current treatment programme.
- To advertise to you in future campaigns unless you ask us not to.
- To provide you with high quality medical care.

We will store your information:

- Digitally on Swavesey Physio computers, including the use of Cloud Services.
- Hard copy in files held at Swavesey Physio premises.
- Securely – allowing access only to individuals working for or on behalf of Swavesey Physio.

We will share your information:

- With other medical services, if you opt in and give written consent.
- For yearly tax return/financial reasons, but no attributable / identifying information.
- With third party emailing / advertising companies, but only for Swavesey Physio communications.
- With insurance companies (yours or ours) when requested to do so.
- When legally required to do so.

We will not:

- Sell your information, ever.
- Give any of your information to any other organisation unless covered above. We only share information to provide better medical care or to allow the day-to-day operation of Swavesey Physio.

You can:

- Ask us to see any information held on you, medical or otherwise.
- Ask us to delete / remove information held on you, but this may be subject to other legal constraints. We will not delete medical information generated through our interactions with you, as we are required to keep this for insurance and professional indemnity purposes. We will not delete your financial history with us, but we hold no active billing information such as Credit Card details or passwords.
- Ask to be removed from any current or future advertising campaigns.