

PRIVACY POLICY last updated 2018-05-24

The Foot and Leg Clinic (Scotland) (Stride Orthotics Ltd)

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The Foot and Leg Clinic (Scotland) (Stride Orthotics Ltd), trading as The Foot and Leg Clinic, is committed to protecting your personal information and this privacy policy relates to how we collect, use, disclose, transfer and store your personal data. We collect your personal information from you either in person, via our online booking system or information you give us over the telephone, by letter, e-mail, or SMS.

‘Personal Information’ means any information that is capable of identifying you and includes your first name, last name, email address, postcode, and other personal information you provide. This also includes all computerised data and images which may be collected during your appointment.

‘We’ means The Foot and leg Clinic (Stride Orthotics Ltd).

We collect and process data because we have a legal obligation to do so and it is adequate, relevant and limited to what is necessary.

Collecting Personal Information

We collect and process information when you telephone the clinic to make an enquiry or appointment, when you email us, when you access our online booking system via our website or if you visit the clinic in person. At the point of enquiry or booking we may ask you for;

- Your name
- Your Date of Birth
- Your address
- Your telephone number; landline or mobile or both
- Your email address

When you attend your appointment at the clinic we may ask for the following information;

- Your general health
- Your previous health
- Medication you are taking
- Information regarding the condition you are seeking advice about
- Your occupation
- Your activities of daily life
- Your GP name and address
- The name and contact information of other health care practitioners working with you whose input may be relevant to the care you receive at the clinic.
- The name and contact detail of your insurance company and any relevant codes

We may also;

- Record the findings of the physical examination
- Take images and video recordings of you standing, walking, running, and/or performing particular tasks, if relevant to the condition you are seeking advice about.
- Collect computerised information whilst you stand, walk, run, and/or perform particular tasks, if relevant to the condition you are seeking advice about.

When you contact us directly

When you phone us (for enquiry)

We will only collect personal information that you consent to provide to us in order to deliver a product or service.

When you phone us (for support, advice, or information)

We will only collect personal information that you consent to provide to us in order to resolve the issue.

When you email us

When you contact us via email, we will retain your email and our response to it unless we choose to or you request us to erase the email.

When you write to us

When you contact us via post, we will retain your letter/postal address/personal information and our response to it in our locked filing cabinet and copy, encrypted, and transfer a copy of the letter to you electronic data file.

When We Meet In-Person Eg Attend an event

When you attend an event we will only request your name and email address/business card in order to keep you up to date with our services and what we may have to offer you. We will never share these details. You can withdraw consent at any time and if you withdraw consent the email will be suppressed and never used again.

When We Contact You

Email

We may email you regarding in response to a request you have made or regarding your treatment or conversations we have had during your treatment. Your data will be stored for the purpose and time required to fulfil this.

We only send emails to you promoting The Foot and Leg Clinic (Scotland) (Stride Orthotics Ltd) where we have your consent. However, if you subscribed to regular information via email before May 2018, you have not asked us to stop and you have engaged with the content recently we will continue to contact you. The legal basis for this is legitimate interest.

Post

We only communicate to you via post with regards to your ongoing care with us. We may write to you promoting The Foot and Leg Clinic (Scotland) (Stride Orthotics Ltd) where we have your consent. The legal basis for processing this data is legitimate interest.

If you subscribed to regular information via post before May 2018, you haven't asked us to stop and we believe the information is in your interest we will continue to contact you. The legal basis for this is legitimate interest.

Security of Collected Information

We maintain strict standards to protect your personal information and take all reasonable steps to protect personal information from loss, destruction, misuse, modification, disclosure or unauthorised or inappropriate access. If there is a data breach we will notify you and ICO within 72 hours.

Use of Personal Data:

We adhere to the new data protection act 2018. For further information <https://ico.org.uk/>

We use electronic records that are hosted by a third party (Practice Pal Ltd) to store your personal data.

Images, videos and computerised data that we collect at your appointment using separate electronic software packages are stored on our PC and are password protected. Some of this data will be encrypted, transferred and stored to your electronic record.

We will not store any of your personal information on paper form unless locked within a safety cabinet and all paperwork containing your personal information which is not securely locked in a cabinet, including information written by you when you attend your appointment, will be shredded by us immediately after we have electronically transferred this information into your electronically stored personal file.

All information is kept within an electronic file that directly relates to your episode of care. We use this information;

1. To provide a legal record of any treatment or advice we provide
2. To ensure continuity of care
3. To contact you with regards to your ongoing or completed treatment. This includes our request for an update on your progress and sending exercises by email. We use a third party for this service (exerciseprescriber)
4. To contact you if new information or treatments become available that may be of benefit to you.
5. We may pass information with your permission to other medical professionals who may be involved in your care; this may include General Practitioners, consultants, occupational health departments or other health care and care professionals. We may pass information with your permission to non-health care individuals involved in your care if you request us to do so. We may pass your information to a legal party if you have provided written permission. This information may be passed on in the form of a written letter or report which is given to you. If this is the case then the letter becomes your responsibility and the protection of its content is your responsibility. If the information is passed electronically by email by us, it will be password protected and we will take all reasonable precautions to transmit the information securely.
6. We may use your information for quality feedback purposes and testimonial requests. We may publish quotes of your feedback online as part of our marketing although we will only do this once we obtain your permission in writing.
7. We may publish images of you, which may have been collected during your appointment, as part of our online marketing. We will only use these images once we obtain your permission in writing.
8. We may use your information for audit purposes

We do not pass on your information for commercial purposes.

We take all reasonable steps to ensure that your information is kept up to date and rectified if necessary. It is also your responsibility to inform us if any personal information changes.

We have a legal obligation to retain records for 8 years after the conclusion of treatment. If the record relates to a child or young person, the records must be kept until the patients 25th birthday or 8 years after death.

We may retain electronic records indefinitely for use if you return for another episode of care and for analytical purposes.

We take organisational and technical security measures to protect the information against unauthorised disclosure or unlawful processing.

Access to Personal Information

You can find out if we hold any personal information by making a 'right of access' request under the General Data Protection Regulations. If we do hold information about you we will:

- Give you a description of it;

- Tell you why we are holding it;
- Tell you who it could be disclosed to; and
- Let you have a copy of the information in an intelligible form.

You are entitled to a copy of the personal information we hold about you and to have any discrepancies rectified. You can do this by written request to the address at the start of this policy.

Website and Analytics

The website is thefootandlegclinic.co.uk which details who we are and what we do. The aim of the website is to ensure you experience what we have to offer.

A third party (marketing mavens) takes responsibility for hosting our website.

When You Use Our Digital Services Website Analytics

Using SharpSpring, Marketing Mavens (Scotland) Ltd, collect the following information regarding visitors to the website: domain name, name, information regarding what pages are accessed and any information you may volunteer.

They use website log files, cookies, digital analytics (Google) and SharpSpring software, to gather information about how people use this site.

They do not collect or store your personal information (e.g. your name or address) in their website analytics. However, they can recognise that behaviours belong to a single person.

Website log files collect your IP address, when you visited the site and the pages you visited. IP address is a numeric code assigned to a device based on your geographical location.

Our website uses cookies

Cookies are small text files which are delivered onto your computer by websites that you visit.

A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server.

Cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies.

We use both session and persistent cookies on our website.

Deleting cookies will have a negative impact on the usability of many websites.

Digital Analytics

Google Analytics may be used to record an anonymous user's interactions with the website. This data may then be used to retarget users through advertising on other websites. As a result, an individual's behaviour on our websites may result in them being retargeted with advertising related to the pages they visited or actions they undertook on the site.

You may opt out by visiting the Google advertising opt-out page or you may opt out of our use of Analytics by visiting the Google Analytics opt-out page.

Links

The website may contain hyperlinks to other sites that are not maintained by Marketing Mavens (Scotland) Ltd or us. We are not responsible for the content, security, or privacy practices employed by other websites. You should review the privacy policy of each individual website you access via hyperlinks from this website, and assess whether the policy of each website is satisfactory to you before you use the other websites.

Remarketing lists for search ads

Third party vendors, including Google and Facebook, use cookies to serve ads based on a user's prior visits to the website.

We may also use Cookies to serve ads based on a user's prior visits to our website, as well as to develop remarketing lists for customised campaigns (Remarketing Lists for Search Ads).

Users may opt out of Google's use of cookies by visiting the Google advertising opt-out page.

When You Provide Personal Data via our website

Enquiries

There are areas in this site where we may need to collect personal information from you for a specific purpose, such as to provide you with certain information you request. The information collected from you will include your name, email address, and a summary of your enquiry.

When you make an enquiry, via the 'Contact' form on the website, an email is sent to us. This email includes your email address, name, and a summary of your enquiry. The email content is reviewed and responded to via email, or telephone if number is provided.

We will only use the personal information we collect to process the enquiry and let you know of the services we have that may be of interest to you. We will only contact you to promote our services if you have Opted In to our marketing request.

E-newsletters/Marketing Emails

We have e-newsletters/marketing emails which are sent out once a month (on average). To provide these newsletters, we request contact details including, but not limited to: your email address and first name.

When we identify a legitimate interest we balance it against the individual's interests, rights and freedoms.

We collect this data when we have your consent or we feel we have a legitimate interest and retain it within Practice Pal. We store this data for as long as we feel necessary, unless you withdraw consent. If you withdraw consent the email will be suppressed/deleted and never used again.

Feedback (when we ask you)

We may ask you for feedback.

If you consent to receiving marketing emails we will store your contact details in our secure database for as long as we feel necessary after your last communication with us, unless you withdraw consent. We have a legal obligation to retain records for 8 years after the conclusion of treatment. If the record relates to a child or young person, the records must be kept until the patients 25th birthday or 8 years after death. If you withdraw consent the email will be deleted and never used again.

We may publish your feedback on our website or social media channels although only if you provide written consent. You can withdraw consent at any time and the post will be deleted and never used again.

When you use other services (Like LinkedIn) to interact with us

When you use a social media platform, details about how your personal information is held is described in the relevant social media policy, such as Facebook, Instagram, LinkedIn or Twitter.

If you send us a private or direct message via social media the message will be stored on that social media platform and if consent is provided moved to our database. We will respond within 2 weeks and it will not be shared by any other organisations.

Our legal basis for processing this information is legitimate interest and we do so to fulfil a service to you.

Your Rights

Under the General Data Protection Regulations, you have rights as an individual which you can exercise in relation to the information we hold about you. Read more about your individual rights on the Information Commissioner's Office website – <https://ico.org.uk/>

You, the patient or guardian of patient, have the right to withdraw consent at any point and must do this in writing directed to the clinic address above.

Changes to this privacy policy

We keep our privacy notice under regular review. This privacy notice was last updated on 24 May 2018. Since this policy is under regular review, you may wish to check it each time you submit personal information. If you do not agree to these changes, please do not continue to submit personal information to us. If material changes are made to the Privacy Policy, for instance affecting how we would like to use your personal information, we will update our privacy policy.

You can access this policy at any time through the link at the bottom of our websites.

How to contact us

The Foot and Leg Clinic (Scotland) (Stride Orthotics (Scotland) Ltd) endeavours to meet the highest standards when collecting and using personal information. For this reason, we take any complaints we receive about this very seriously. We encourage people to bring it to our attention if they think that our collection or use of information is unfair, misleading or inappropriate. We would also welcome any suggestions for improving our procedures. This privacy notice was drafted with transparency and clarity in mind. It does not provide exhaustive detail of all aspects of our collection and use of personal information. However, we are happy to provide any additional information or explanation if needed. Any requests for this should be sent to the address below.

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