

## **Your Privacy**

At North Park Veterinary Group Ltd, we respect the privacy of visitors to our website ([www.northparkvets.co.uk](http://www.northparkvets.co.uk)). This policy is concerned with how we collect information, what we do with it and what controls you have over your personal information.

We are an independent veterinary practice, treating companion animals and farm animal.

We take our duty to process your personal information very seriously. This policy explains how we collect, manage, use and protect your personal information.

We may change this document from time to time to reflect the latest view of what we do with your information. Please check back frequently; you will be able to see if changes have been made by the date it was last updated.

Refer to the sections below for more details on how and why we use your personal information:

1. Who are we?
2. What personal information we collect and how we use it
3. Legitimate interests
4. Sharing your information
5. Retaining your information
6. What are your rights?

### **1. Who are we?**

In this policy references North Park Veterinary Group Ltd (NPVG), or to 'we' or 'us' are referring to North Park Veterinary Group Ltd. is a registered company in England and Wales, Company No 08204766.

### **2. What personal information we collect and how we use it**

#### **What we need**

The North Park Veterinary Group Ltd is what's known as the 'Data Controller' of the personal information you provide to us. We will usually collect basic personal information about you such as your name, postal address, telephone number, email address and your payment details if you are purchasing a health plan or other items from us.

#### **Why we need it?**

We collect your personal information in connection with veterinary activities, to keep you informed of news and developments in the veterinary world, to provide you with services and for other specific activities, such as updates, newsletter requests and reminders for routine treatments or vaccinations and invitations for meetings or health checks.

The information is either needed to fulfil your request or to enable us to provide you with a more personalised service. ***You don't have to disclose any of this information to browse our site.*** However, if you choose to withhold requested information, we may not be able to provide you with certain services.

### **Our marketing**

Sometimes, with your consent, we will process your personal information to provide you with information about our work or our activities that you have requested or are expecting.

On other occasions, we may process personal information when we need to do this to fulfil a contract (for example, if you have purchased something such as a health plan) or where we are required to do this by law or other regulations.

The North Park Veterinary Group Ltd also processes your information when it is in our legitimate interests to do this and when these interests do not override your rights. Those legitimate interests include providing you with information on our services, products, newsletter requests, feedback, competitions and other activities. Please see the section on 'Legitimate Interest' for more information.

### **How we obtain your details:**

- We will also hold information about your details so that we can respect your preferences for being contacted by us.
- We collect your personal information in several ways: When you provide it to us directly as part of your communication with us for services, training and other interactions.
- When you provide permission to other organisations to share it with us (including Facebook or Twitter).
- When we collect it as you use our websites or apps.
- When you have given it to a third party and you have provided permission to pass your information on to us.
- From publicly available sources (where possible) to keep your information up to date (e.g. the Post Office's National Change of Address database).
- We combine the information from these sources with the information you provide to us directly.

### **Anything else?**

All the personal information we process is processed within the EEA. However, for the purposes of IT hosting and maintenance your information may be situated outside of the European Economic Area (EEA). This will be

done in accordance with guidance issued by the Information Commissioner's Office.

If you would like to change the way you hear from us or no longer wish to receive direct marketing communications from us, then use the contact form on our 'Contact Us' page or go to your online membership.

### **3. Legitimate interests**

We have a number of lawful reasons that mean we can use your personal information. One of these is something called 'legitimate interests'. Broadly speaking Legitimate Interests means we can process your personal information if:

We have a genuine and legitimate reason.

and

We are not harming any of your rights and interests.

Please read the information we have provide in the '[Legitimate Interest](#)' policy for more detailed information.

### **4. Sharing your information**

We do not share your information with any other organisations or individuals unless we are obliged to by law, for purposes of national security, taxation and criminal investigations and in the following instances:

- If you have agreed that we may do so.
- When we use other companies to provide services on our behalf, e.g. processing, mailing or delivering orders, answering customers' questions about products or services, sending mail and emails, affiliate services, customer analysis, assessment, when using auditors/advisors or processing credit/debit card payments.
- If we merge with another organisation to form a new entity, information may be transferred to the new entity.
- We may disclose aggregate statistics about our site visitors, supporters, customers and sales to describe our services and operations to prospective partners, advertisers and other reputable third parties and for other lawful purposes, but these statistics won't include any personally identifying information.

### **5. Retaining your information**

We hold your information only as long as necessary for each reason that we use it. We have provided some examples of the time we will keep your information in this paragraph but you can contact us for more information.

If decide not to use our services any more or request that we have no further contact with you, we will keep some basic information in order to

avoid sending you unwanted materials in the future and to ensure that we don't accidentally duplicate information.

If you make a purchase from us, we will keep the purchase information for a period of seven years for accounting purposes.

## **6. What are your rights?**

You have a number of rights about how the personal information you provide can be used. These are:

- Transparency over how we use your personal information (right to be informed).
- The ability to request a copy of the information we hold about you, which will be provided to you within one month (right of access).
- Update or amend the information we hold about you if it is wrong (right of rectification).
- Ask us to stop using your information (right to restrict processing).
- Ask us to remove your personal information from our records (right to be 'forgotten').
- Object to the processing of your information for marketing purposes (right to object).
- Obtain and reuse your personal information for your own purposes (right to data portability).
- Not be subject to a decision when it is based on automated processing (automated decision making and profiling).

If you would like to know more about your rights under the data protection law, you can find out more at the Information Commissioners Office website ([www.ico.org.uk](http://www.ico.org.uk)).

Remember, you can change the way you hear from us or withdraw your permission for us to process your personal information at any time by using the form on our 'Contact Us' page.

## **7. How to contact us**

If you wish to talk through anything in our privacy policy, find out more about your rights or obtain a copy of the information we hold about you, please contact us (details at the bottom of this page), we will be happy to help.

If you wish to raise a complaint on how we have handled your personal information, you can contact the Head of Membership who will investigate the matter. If you are not satisfied with our response or believe we are not processing your personal information in accordance with the law you can complain to the Information Commissioner's Office (ICO).

If you wish to talk to us about anything in the policy or the information we hold about you please contact us:

By telephone; 0183782327

By email: [info@northparkvets.co.uk](mailto:info@northparkvets.co.uk)

By post: 64 Fore Street, North Tawton, Devon EX20 2DT

This document was last updated: October 2020

### Legitimate interests

The new data protection requirements have a number of reasons by which we can use the personal information you provide to us. One of these is called 'legitimate interests'.

This means that we have the potential to use your personal information if we have a genuine and legitimate reason and we are not harming any of your rights and interests. So, what does this mean in practice? When you provide your personal details to us we may use your information to keep you informed of the services, news and events from North Park Veterinary Group Ltd. Before doing this, though, we will also carefully consider and balance any potential impact on you and your rights.

The main reasons we would use your personal information in this way would be when we might use the approach for preventing fraud, direct marketing, maintaining the security of our system, data analytics, enhancing, modifying or improving our services, identifying usage trends and determining the effectiveness of our campaigns.

#### **How we may use your personal information**

**Direct Marketing:** We will send postal or email marketing which may benefit you or your animals. When you have been a client or attended one of our events we are keen to keep you informed of our other news, developments and events.

**Your best interest:** Processing your information to protect you against fraud when submitting information on our website, and to ensure our websites and systems are secure.

**Personalisation:** Where the use of the information enables us to personalise, enhance or otherwise improve our services and communications for the benefit of our client, supporters and stakeholders.

**Analytics:** To use your personal information for the purposes of customer analysis, assessment, profiling and direct marketing, on a personalised or aggregated basis, to help us with our activities and to provide you with the most relevant information as long as this does not harm any of your rights and interests.

**Due Diligence:** We need to undertake due diligence on potential customers and business partners to determine if those companies and individuals have been involved or convicted of offences such as fraud, bribery and corruption.

We will also hold information about you so that we can respect your preferences for being contacted by us.

## **Your interests**

Before we use your personal information for our legitimate interests, we will always consider and balance any potential impact on you and your rights under data protection legislation and any other relevant law. Our legitimate business interests do not automatically override your interests – we will never use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).

Remember, you can change the way you hear from us or withdraw your permission for us to process your personal details at any time by using our contact form on the 'Contact Us' page.

Last Review Date: October 2020

Google Analytics

Advertising or targeting cookies

These types of cookies are used to deliver adverts which will be more relevant to you and your interests. They are also used to limit the number of times you see an advertisement and to help measure the effectiveness of the advertising campaign. They are normally placed by advertising networks with our permission. They remember that you have visited a website and this information is shared with other organisations such as advertisers. Targeting or advertising cookies will often be linked to site functionality provided by the other organisation.

## **Social website cookies**

So you can easily 'Like' or 'Share' our content on social network sites, we have sharing buttons on our site

The privacy implications on this will vary from social network to social network and will be dependent on the privacy settings you have chosen on these networks.