

Equine-Physio is the trading name for Wendy Vaughan, working as an equine physiotherapist.

The purpose of this policy is to ensure that Equine-Physio complies with the requirements of the Data Protection Act.

We are committed to protecting the privacy of our clients. As such, the Academy of Veterinary Physiotherapy is registered with the ICO. Reference: **ZB370035**

Our contact details:

Name: Wendy Vaughan
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TROWBRIDGE
BA14 8UR
Phone Number: 07734112708
E-mail: wendy@equine-physio.co.uk

Data Protection Officer: Wendy Vaughan

Responsibilities

Compliance with the Act is the responsibility of all employees, contractors and representatives of the organisation.

Any questions or concerns about the interpretation of this policy should be raised with the Data Protection Officer. If you are in any doubt about what you can or cannot disclose and to whom, do not disclose the personal information until you have sought further advice from Data Protection Officer.

A breach of data protection is also a disciplinary offence and will be dealt with under relevant disciplinary procedures.

Data Protection Principles

There are several key principles, that form the basis for this policy:

- Lawfulness, fairness and transparency
- Purpose limitation
- Data minimisation
- Accuracy
- Storage limitation
- Integrity and confidentiality (security)
- Accountability

The type of personal information we collect

We must hold personal data (including sensitive personal data) in order to provide services to clients..

We collect the personal data of the following types of people to allow it to undertake its business:

- Owners of animals being seen for the purposes of veterinary physiotherapy
- Employees or associates of the organisation

The information you give us, or we collect about you may include:

- Who you are and how to contact you:
 - Name, address, post code, private and corporate e-mail addresses, telephone numbers, social media connections, proof of identification.
 - Details of animals owned including past and current health concerns and clinical history
 - Details of vets registered with
 - Details of insurance companies policies are help with.
- Pictures and video obtained during the course of assessing and treating animals.

We will not attempt to collect or hold data that is not relevant to your employment, contract or study with us.

How we get the personal information and why we have it

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- Information provided by you at registration
- Information provided by you about your animals at registration, and thereafter
- Information provided by your vets, e.g, clinical history and current treatment

How we use your data

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

- 1) Your consent. You are able to remove your consent at any time. You can do this by contacting the office at the address above.
- 2) We have a contractual obligation.
- 3) We have a legal obligation.
- 4) We have a vital interest.
- 5) We have a legitimate interest.

We use the information that you have given us in order to effectively administer physiotherapy treatments and services to your animals.

We may be asked to share information with vets and insurance companies, your permissions will be sought in such cases..

Unless you have requested otherwise, we may use the data held for a full range of communications and marketing activities with you (by mail, email, telephone, fax or text message, and social media), including distribution of publications, the promotion of benefits and services, notification of events. Tools may be used to monitor the effectiveness of our communications with you.

How we store your data

Your information is securely stored. Information is held electronically on secure password protected files and systems.

All hard copy documentation will be securely destroyed once stored electronically.

We keep your file for the duration of your animals registration with us, and for a period of 7 years afterwards. After this time, we will then dispose your information by deleting all electronic copies from our systems.

Our website

We may use software tools to measure and collect website session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page.

Our website is hosted on the Wix.com platform. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

Your data protection rights

Under data protection law, you have rights including:

- Your right of access - You have the right to ask us for copies of your personal information.
- Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.
- Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.
- Your right to object to processing - You have the right to object to the processing of your personal information in certain circumstances.
- Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at the address above if you wish to make a request.

If you request that your data is removed from our records, we will remove all personal data, with the following exceptions:

- a note of the request to remove your data will be retained, to prevent you from being inadvertently contacted in the future;
- information needed to comply with any contractual or statutory requirements may be retained, but only for so long as those statutory requirements specify.

Please contact us if you wish to opt out of your details being held, or if you wish to opt out of receiving any or all of the range of communications and marketing activities, or if you wish to amend the contact information we use to reach you.

How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at The Academy of Veterinary Physiotherapy (Academy VP Ltd), at the address above.

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>

Document Control History

Date of Update	Version Number	Update Reason	Approved By / Date
Oct 2025	1	Original Document	W Vaughan Oct2025