

Emilia Barry Equine Dental Services always strive to provide a clear, honest and transparent approach regarding how and when I may collect and use your personal data. I am committed to protecting and respecting your privacy.

Along with my terms and conditions (can be viewed via this website), my privacy policy explains when and why I collect personal information about people who I visit and when they visit my website, how I use it, the conditions under which I may disclose it to others and how I store it.

For the purpose of the General Data Protection Regulations 2018 (GDPR), the data controller is Emilia Barry Equine Dental Services, Northwall Farm, Tideford Cross, Saltash, Cornwall, PL12 5JY and the Data Officer is Emilia Barry on telephone: 07530982157 or email: horsedentalservices@gmail.com

What is our lawful basis for collecting personal data

The lawful basis upon which I will be collecting data comes under four headings – legitimate interests and contractual.

- Legitimate Interests

Personal data may be legally collected under legitimate interests and your personal data will only be used if we consider it fair and balanced to do so and if it is within your reasonable expectations. We will balance your rights and our legitimate interests to ensure that we use your personal data in ways that are not unduly intrusive or unfair.

- Contractual

Data processing is necessary for the performance of a contract to which you are party or to take steps at the request of you prior to entering into a contract (using our veterinary services)

Why I collect your information

I collect personal data;

- For carefully considered and legitimate business purposes, which help ensure I can efficiently deliver dental services
- To update your details if they change
- It allows me to respond to your questions/queries/feedback as well as administer our site and internal operations
- To contact you about your horse
- To make appointments
- To prevent and detect fraud

- To recover debt and for legal processes
- To help keep my site safe and secure
- Presenting my site content in an effective and present manner for you and your computer
- Information I receive from other sources may be combined with the information given by you for the purposes set out above.

Your consent

By visiting <https://www.emiliabarryequinedentalservices.com/> and using the services, information and products I provide you are accepting and consenting to the practices described in this policy and understand and agree that the personal information you provide will be held on a secure database and operated by me and other selected third parties i.e. Google calendars, Google Drive, Gmail, LibreOffice Writer, Microsoft Word, Apple Iphone.

Explicit consent will be obtained either by email, written or on direct interaction with me e.g. verbally NB please note verbal consent will be documented.

Your rights

In accordance with the GDPR, you have the right;

- To object - ask for me not to process your personal data for marketing. To exercise this right, you can contact me by writing or phoning. See contact details at the bottom of this document.
- To be told how your personal data will be used. This document will detail how I use your data.
- To access your personal data that I hold about you. In the event of you wanting access to the data that I hold about you please contact me in writing at Emilia Barry Equine Dental Services, Northwall Farm, Tideford Cross, Saltash, Cornwall, PL12 5JY. I will have 30 days to comply once I am satisfied you have the rights to see the requested records and I have successfully confirmed your identity.
- To erasure - to be permanently deleted from our databases N.B: Financial records will be kept for 6 years. To exercise this right, you can contact me in writing or by phoning 07530982157. T& C's contain this paragraph; Dental records and similar documents are the property of and will be retained by Emilia Barry Equine Dental Services. Upon request, copies of records with a summary of the history of your horse will be passed on.
- To data portability. Where I am processing your personal data under your consent the law allows you to request data portability from one service provider to another. This right is largely seen as a way for people to transfer their personal data from one service provider to a competitor.
- To rectify records, if you believe my records regarding your personal data are incorrect you can contact me for it to be updated (contact details at the bottom of this document)

- To restrict processing. This links into the rectify records right as you can for ask your personal data processing to be restricted if there is a disagreement about its accuracy (contact details at the bottom of this document)
- To lodge a complaint. For more details or to lodge a complaint about our privacy practices please contact the supervisory authority <https://ico.org.uk/for-the-public/raising-concerns/>

What personal data we will collect

I will collect your title, full name, postal address, location/address of animal, telephone numbers (landline, mobile and work), email address and your account/credit status/ payment details if applicable.

How we collect data

I will ask you either face to face, over the phone, via e-mail, text or messenger.

Other data may be collected online via publicly available data such as (links to their own privacy policies included)

Google analytics; <https://policies.google.com/privacy?hl=en>,

Google maps; https://maps.google.co.uk/intl/en_uk/chrome/browser/privacy/

Facebook; <https://www.facebook.com/about/privacy>

Wix Data; <https://www.wix.com/about/privacy>

Please also see collection of data through cookies.

Protecting your information

I have strict security procedures for the storage and disclosure of your information to prevent data leaks.

All personal information given to me via my website is encrypted by a secure server before it is sent to me. However, information transmitted by the internet cannot be completely secure. Secure transmission of your data through our site cannot be guaranteed and is done at your own risk.

My data is stored/handled inside of the EEA (European economic area).

Identifiable personal data will be destroyed from our records six years after the date of our last interaction. In most cases, this represents six years after the last financial transaction.

Phone calls may be monitored and recorded to ensure standards are met and maintained.

When leaving my website via external links these are not our responsibility and that once you click on a link to an external site it will be subject to that organisation's privacy policies, not mine.

Disclosure of your personal data

I will not exchange or sell your personal information to another organisation for their own marketing purposes. However, there are legitimate situations where I may have to share your personal information with other organisations.

- Veterinary Surgeons, insurance companies, debt collectors and legal representatives.
- Search engine providers and analytics/cookies that assist us in the improvement of my site
- Or where I am using an external service provided via a technical supplier, email broadcaster, or mailing services provider. In these situations, the relationship between me and the third-party data processor will be governed by a contract and strict security requirements will be in place to protect your personal information.
- Third-party service providers working on my behalf; I may pass your information to my third-party service providers, agents, subcontractors and other associated organisations for the purpose of completing tasks and providing services to you on our behalf (for example Google Calender and Microsoft Cloud for remote email access) However, when I use third party service providers, I disclose only the personal information that is necessary to deliver the service and I ensure their own privacy policies are in place that requires them to keep your information secure and not use it for their own direct marketing purposes. Disclosure of personal data to third parties may occur if I am required to share/disclose data to comply with any legal obligations, to enforce or apply our terms and conditions, exchanging information with other organisations/companies for fraud protection, credit risk, internal investigations including customer complaints and claims. Privacy policies of my third-party service providers can be obtained.

I will use your data to contact you via post, phone, text, email and/or SMS for discussing treatment details, services and reminders.

Phone calls may be monitored and recorded to ensure our standards are met and maintained.

I may use any feedback and comments (excluding personal data) which you provide to post publicly without notice or any fee being paid in any media worldwide for marketing, promotion and/or publicity.

Collection of data through cookies

My website is monitored and improved using Cookies. Cookies are pieces of data that are stored on your browser and help keep track of the movements and actions on a website. They help me to understand who has visited the site and see which pages, which in turn allows us to make my site more user friendly.

Cookies can be blocked by activating the setting on your browser that allows you to refuse the setting of all or some cookies. If you do this (block all cookies including essential cookies) you may not be able to access all or parts of my site.

The cookies used on my website can be viewed in the table below.

Cookie name	Life span	Purpose
svSession	Permanent	Creates activities and BI
hs	Session	Security
incap_ses_\${Proxy-ID}_\${Site-ID}	Session	Security
incap_visid_\${Proxy-ID}_\${Site-ID}	Session	Security
nibi_{ID}	Persistent cookie	Security
XSRF-TOKEN	Persistent cookie	Security
smSession	Two weeks	Identify logged in site members

Changes to our Privacy Policy

This Privacy Policy may change from time-to-time. For example, I will continue to update it to reflect new legal requirements. Please visit this website page to keep up-to-date with the changes to my Privacy Policy.

Contact us

For any further details, queries or to exercise any of your rights please contact me via the following details;

Emilia Barry Equine Dental Services,

Northwall Farm,

Tideford Cross,

Saltash,

Cornwall,

PL12 5JY

Telephone: 07530982157

Email: horsedentalservices@gmail.com

Version 2 May 2018