

Privacy Policy

Riverside Veterinary Clinic Limited, trading as Riverside Vets are committed to protecting and respecting your privacy.

This policy (together with our terms of use and any other documents referred to on it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By engaging with our Practices to provide veterinary services or visiting <https://www.riverside-vet.co.uk>, you are accepting and consenting to the practices outlined in this policy.

Information categories we may use

We may collect and process the following data about you:

- your name
- your address
- your e-mail address
- your phone number
- your financial information, including bank details and insurance information
- your personal description

[**Information you give us.** You may give us information about you by filling in forms on our website <https://www.riverside-vet.co.uk> or by corresponding with us by phone, e-mail, face to face in a practice or surgery, or otherwise. This includes information you provide when you engage us to provide the services described in our Terms and Conditions, register to use our website, subscribe to our service, participate in discussion boards or other social media functions on our website, promotion or survey and when you report a problem with our website

[**Information we collect about you.** With regard to each of your visits to our website we may automatically collect the following information:

- Technical information, including the Internet protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform;
- Information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from our website (including date and time); page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page and any phone number used to call our office.

[**Information we receive from other sources.** We may receive information about you if you use any of the other websites we operate or the other services we provide.

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- your name
- your address
- your e-mail address
- your phone number
- your financial information, including bank details and insurance information
- your personal description

In this case we will have informed you when we collected that data that it may be shared internally and combined with data collected on this website. We are also working closely with third parties (including, for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers, credit reference agencies) and may receive information about you from them. We may also receive information about you when your pet is referred to us from another practice.

How we use your information

We process your data to provide the services and products defined in our Terms and Conditions. Our legal basis for processing this data falls into one of the following categories:

- To enable us to form a contract with you to provide services
- To serve our legitimate business interests – such as processing a payment or sending you a vaccine reminder
- Where we have your consent – such as for marketing (see the GDPR specific link for more details)

We may share the information about you defined above with certain third parties, to enable us to provide the products and services defined in our Terms and Conditions. These include payment processors, insurers, indemnity providers and other professional and legal advisors, debt recovery agencies, referrals to other vets or specialist clinics and labs or other providers who support us in providing services to your pet.

We will retain information about you for as long as we have a legitimate business interest to do so. After this your information will be securely destroyed where possible or at least anonymised where destruction is technically impossible.

Securing your information

We understand the importance of keeping your information safe and secure, and we use a range of technical and organisational measures to achieve this. We only allow access to your information to those who have a legitimate business need to do so, and under strict confidentiality. We have processes in place to deal with potential breaches to information security, and these include communication to you and our regulators where we are legally required to do so.

Your rights

Under the GDPR you have the following rights over your information:

- ⌈ To fair processing by us of your information – we have to be clear and transparent about what we do with your information.
- ⌈ To access, correct, update, or request that we stop processing or delete your information. To exercise these rights please contact us via your practice.
- ⌈ To opt out of marketing communication – please see GDPR page on how to do this and the categories of communication we use.

- ┌ To withdraw your consent for processing where we rely on your consent to process your information.
- ┌ To complain about our collection and processing of your information
If you contact us to exercise any of these rights we may ask for information about you to positively identify you and verify your request is valid.

Changes to our privacy policy

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

You can contact us at enquiries@riverside-vet.co.uk

GDPR

IMPORTANT GDPR Legislation Changes

With new GDPR regulation coming into force from 25th May 2018 we need to ensure you are happy in the way in which we communicate with you. We now have 7 different categories* that form the basis of our client communications so we can be very specific in what we do and don't send you.

Legitimate Business Interests

- ┌ Vaccine Reminders
- ┌ Parasite Treatment Reminders
- ┌ Appointment Reminders
- ┌ Health Check Reminders
- ┌ Reviews and Surveys

We deem these categories as 'legitimate business interests'. This means we think they are critical for us to provide you and your pet the best possible healthcare service.

Marketing Categories

- ┌ Practice/Pet Care Advice
- ┌ Offers and Promotions

These 'marketing categories' keep you and your pet up to date with offers and promotions relating to your pet and the practice.

For each of the above you can choose to be contacted by text/SMS, email or letter (or a combination of all three) or not contacted at all.

How do I review and change my communications preferences?

To review your communications preferences please contact the Practice reception team (either in person or over the phone) and they will update them immediately. If at any point you change your mind in the future, we can change them again as required.