

BACKGROUND:

Solihull Wellbeing Chiropractic understands that your privacy is important to you and that you care about how your personal data is used. I respect and value the privacy of all of my patients and will only collect and use personal data in ways that are described here, and in a way that is consistent with my obligations and your rights under the law.

1. Information About Me

Emma Bryce, a sole trader whose registered address is: Solihull Wellbeing Chiropractic, Fernhill Road, Olton, Solihull, B92 7RU

Data Protection Officer: Emma Bryce

Email address: emma@solihullwellbeing.co.uk

Telephone number: 07950 200198

Postal Address: Solihull Wellbeing Chiropractic, Fernhill Road, Olton, Solihull, B92 7RU

I am registered with the General Chiropractic Council (GCC no. 03922) and a member of the McTimoney Chiropractic Association (MCA)

2. What Does This Notice Cover?

This Privacy Information explains how I use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

3. What is Personal Data?

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the "GDPR") as 'any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier'.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

The personal data that I use is set out in Part 5, below.

4. What Are My Rights?

Under the GDPR, you have the following rights, which I will always work to uphold:

- a) The right to be informed about my collection and use of your personal data. This Privacy Notice should tell you everything you need to know, but you can always contact me to find out more or to ask any questions using the details in Part 11.
- b) The right to access the personal data I hold about you. Part 10 will tell you how to do this.
- c) The right to have your personal data rectified if any of your personal data held by me is inaccurate or incomplete. Please contact me using the details in Part 11 to find out more.

- d) The right to be forgotten, i.e. the right to ask me to delete or otherwise dispose of any of your personal data that I have. Please contact me using the details in Part 11 to find out more.
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to me using your personal data for a particular purpose or purposes.
- g) The right to data portability. This means that, if you have provided personal data to me directly, or I am using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask me for a copy of that personal data to re-use with another service or business in many cases.
- h) Rights relating to automated decision-making and profiling. I do not use your personal data in this way.

For more information about my use of your personal data or exercising your rights as outlined above, please contact me using the details provided in Part 11.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about my use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

5. What Personal Data Do You Collect?

I may collect some or all of the following personal data:

- Name
- Date of birth
- Contact details - postal address, email address and telephone number
- Occupation
- GP information
- Information about your presenting condition
- Medical and social information
- Payment information

6. How Do You Use My Personal Data?

Under the GDPR, I must always have a lawful basis for using personal data. This may be because you have consented to my use of your personal data, or because it is in my legitimate business interests to use it. Your personal data may be used for one of the following purposes:

- Communicating with you about appointments you may have, or wish to have. This may include responding to emails, texts or calls from you.
- Communicating with you by email to collect initial data/health screen ahead of your first appointment, and track your recovery for a period of 13 weeks via a further 3 routinely sent outcome emails at 14, 30 and 90 days after beginning care. This communication is made via Care Response and you will have opted-in to this at point of registration (you may unsubscribe or opt-out at any time by emailing me and opting out). Care Response uses the most secure encryption commercially available for transmitted data, and gives users only access to information that relates to their own organisation.

7. How Long Will You Keep My Personal Data?

I am required by law to safely keep your patient record for a period of 8 years after your last visit (or in the case of a child, until his or her 25th birthday).

8. How and Where Do You Store or Transfer My Personal Data?

I will only store or transfer your personal data in the UK. This means that it will be fully protected under the GDPR.

9. Do You Share My Personal Data?

I will not share any of your personal data with any third parties for any purposes, subject to two exceptions;

It may be necessary for me to contact your GP with information about your presenting condition. Your consent to this is obtained at the first consultation, however you may choose to change this at any time.

In some limited circumstances, I may be legally required to share certain personal data, which might include yours, if I am involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

10. How Can I Access My Personal Data?

If you want to know what personal data I have about you, you can ask me for details of that personal data and for a copy of it (where any such personal data is held). This is known as a “subject access request”.

All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 11.

There is not normally any charge for a subject access request. If your request is ‘manifestly unfounded or excessive’ (for example, if you make repetitive requests) a fee may be charged to cover my administrative costs in responding.

I will respond to your subject access request within a period of one month of receiving it. Normally, I aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date I receive your request. You will be kept fully informed of my progress.

11. How Do I Contact You?

To contact me about anything to do with your personal data and data protection, including to make a subject access request, please use the following details:

Email address: emma@solihullwellbeing.co.uk

Telephone number: 07950 200198

Postal Address: Solihull Wellbeing Chiropractic, Fernhill Road, Olton, Solihull, B92 7RU

12. Changes to this Privacy Notice

I may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if I change my business in a way that affects personal data protection. Any changes will be made available on request.