

# Our Privacy Notice describes the categories of personal data we process and for what purposes

This privacy policy was last updated on 04/12/2021.

## Introduction and summary

At The Health Clinic by AR we know that your personal information is important to you. That's why whenever we process it, we only use what we need to, and we do everything we can to ensure it is appropriately protected.

This notice explains the situations where we may process your personal data and the steps we take to protect it.

### In summary:

Most of the personal information we collect is provided directly by you and is necessary to deliver the service you have requested. We only ask for the information that we absolutely need.

We do collect some personal information automatically – such as IP addresses, pages viewed on our website and links you've clicked on. This is predominantly through the placement of cookies which are explained in detail later.

We will never sell your details to third parties for their own marketing purposes.

We use selected third parties to provide some of our services (e.g. courier companies to deliver online orders) and will share the minimum personal data necessary with them to do so.

Like most organisations, we use third parties to support the running of our business (e.g. using an application) and, in certain circumstances, these third parties may have access to your data. This may be from outside of the European Union. Where this is the case, we have appropriate protective measures in place to ensure your information is appropriately protected.

### Updating this notice:

THE HEALTH CLINIC BY AR LIMITED keeps its privacy policy under regular review and we may make changes to this notice at any time and will either contact you with the modified terms or by posting a copy of them on our website. Any changes will take effect 7 days after the date of our email or the date on which we post the modified terms on the website, whichever is the earlier.

### Who are we?

The Health Clinic by AR is the trading name for the company The Health Clinic by AR LIMITED.

## How can you contact us?

### By email:

hello@healthclinicbyar.co.uk

### By post to:

The Health Clinic by AR

9 Lord Street

Halifax

HX1 5AE

If you specifically want to contact our Data Protection Officer, you can do so by emailing [aneela@healthclinicbyar.co.uk](mailto:aneela@healthclinicbyar.co.uk)

## What if you need to complain about how we have used your personal information?

You can make a complaint about how we have used your personal information to us by contacting our Data Protection Officer (using the details above).

## What are your privacy rights and how can you exercise them?

### Under law, you have the following rights:

**Right of Access:** you have the right to know how we process your personal information (as explained in this notice) and a right to receive a copy of your personal information.

**Right of Rectification:** you can ask us to change or complete any inaccurate or incomplete personal information held about you.

**Right to Object:** you have the right to object, in certain circumstances, to us processing your personal information. For example, you can object to us sending you marketing material or using your personal information to create a profile about you.

**Right to Erasure:** in certain circumstances, you can ask us to delete your personal information. For example, where it is no longer necessary for us to use it, you have withdrawn consent, or where we have no lawful basis for keeping it.

**Right of Portability:** you have the right to ask us to send a copy of certain elements of your personal information (predominantly information you have shared directly with us) to another company.

**Right to Restrict:** you can ask us to restrict the personal information we use about you where you have asked for it to be erased (and the erasure has not taken place or we were unable to erase the data when we should have) or where you have objected to our use of it.

**To exercise the Right of Access, email us at [hello@healthclinicbyar.co.uk](mailto:hello@healthclinicbyar.co.uk)**

**Exercising your rights is free and we will respond to any request as quickly as we can. Under current law, we have up to a calendar month to respond to any request. We will endeavour to meet this. If we can't, we'll contact you to explain why and confirm when your request will be processed.**

### **What personal information do we collect and how is it used?**

What we collect and how we use it depends on how you interact with us and the specific services you've requested. This is outlined below.

To fulfil your prescription - we capture your name, address, date of birth, NHS number and the medication required (this includes the name of the medication and the dosage instructions) as detailed on the prescription. Capturing this information is necessary to provide the service to you.

We process your payment card details to provide the services you have requested. We do not store these details. For any repeat orders of products or services made by you online via our website you will be required to re-enter this information as we do not store it.

If you interact with us online (for example, when you use our website, digital services or post comments on our Facebook page) we will indirectly collect information about you. We collect certain usage information when you utilise our website such as Internet Protocol ("IP") addresses, log files, unique device identifiers, pages viewed, browser type, any links you click on to leave or interact with our website and the products and services we offer, and other usage information collected from cookies and other tracking technologies. For example, we collect IP addresses to track and aggregate non-personal information, such as using IP addresses to monitor the regions from which users navigate our website. We collect this information for our own legitimate business interests to enable us to understand how digital services are used and how we can improve them.

**If you call us, we may record or monitor the call.** We do this for regulatory purposes, for training, to ensure and improve quality of service delivery, to ensure safety of our staff and customers, and to resolve queries or issues. Doing so is a legal obligation. Where we analyse calls to improve our service, we do so as a legitimate business interest.

If you enter one of our premises, we may capture you on CCTV. We use CCTV to ensure the safety and security of our staff and customers. The images captured may be used to prevent and detect crime, and therefore may be shared with law enforcement. We carry out this processing activity either for our own legitimate interest or for the wider public interest (e.g. where it is shared with law enforcement).

If you call us, we may record the conversation for training and monitoring purposes. We do this for our own legitimate interests, primarily to enable us to improve our customer experience.

As part of delivering our service to you, we may use your personal information to contact you. For example, to send your reminders (e.g. about repeat prescriptions or service appointment) or to notify you of a change (e.g. that your prescription is ready to collect or out for delivery). We may also provide your telephone number to third party delivery services to allow them to contact you about your specific delivery. This could be, for example, to let you know that you were not in when

we tried to deliver, or that we are unable to safely approach the house. Where we do so, we ensure the third party only uses the information for this specific purpose and processes it in accordance with an established legal contract.

If you have signed up to receive our health and wellbeing advice and information about our products and services, we will use your data to send this information to you via the channels you've given us data for. If you have expressed areas of specific interest, then we'll use that to tailor the information you receive.

If you fall ill in our premises, we will share your personal information, if we have it, with medical professionals to allow them to deliver appropriate treatment to you.

### **Who do we share your personal information with?**

In the previous section we described particular instances where we share your personal information with others. There are also other third parties that we use to deliver services to you. In this section, we have summarised the categories of third parties who we may share your data with.

**Postal services and couriers** – for typical business purposes, to deliver goods by post.

**Third party content processors** – for example, to deliver our health advice and information about our products and services to you (e.g. an email delivery service), or to collect reviews from our patients.

**Law Enforcement Agencies (LEA)** – where we are required to do so by law, we will release personal data to LEA's (e.g. the police). This will most likely be for the detection or prevention of crime, or to exercise or defend a legal claim.

### **How long will we keep your personal information?**

We will retain your personal information for as long as we are legally or contractually required to do so, or for a period which is justifiable to meet our business needs. The exact retention period varies depending on the type information and purpose for use.

### **Keeping you up to date**

In order to deliver our services to you, it is necessary to contact you using the contact mechanisms you have given us. This may be by issuing an email to confirm your order, sending an SMS message to confirm an appointment or delivery slot, calling you to discuss an issue with your order or for other similar reasons. These communications are necessary, and we will use whichever communication method we can to ensure we provide you with the information you need. You can inform us of particular communication preferences (e.g. email rather than phone call) and we will endeavour to follow your preferred mechanism. However, we reserve the right to use any contact information we have to deliver necessary information to you.