

Privacy Statement

Broad Lane Vets Limited (255 Broad Lane, Coventry CV5 7AQ), is committed to protecting and respecting your privacy. This policy (together with our Terms and Conditions and any other documents referred to in it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be used by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. As a company located in England the personal information that you give us, or that we collect from you, will be held under English and European Union data protection legislation. The legislation requires that we tell you that we are a data controller for your personal information or, in other words, we determine the purposes for which and the manner in which any of your personal information are, or are to be, processed by us. It is very important to us that the information we hold about you is accurate and up to date. Please let us know if at any time your personal information changes by emailing us at: admin@broadlanevets.co.uk

Your consent

We may collect personal information from you in a variety of ways including, but not limited to, registering a pet with the surgery, when visiting our website, filling out a form, and in connection with other activities, services, features or resources we make available. By using our website (www.broadlanevets.co.uk) and by using the services provided Broad Lane Vets Ltd, you understand and agree that personal information you provide will be held on a database created and operated by us. We will collect personal identification information only when you voluntarily submit such information to us. You can always refuse to supply personal identifiable information, but be aware that it may prevent you from engaging in certain activities relating to Broad Lane Vets Ltd.

What information do we collect and why?

We hold your title, first name, surname, postal address, email address and telephone numbers. These details are collected either in person, by telephone or online, to help us:

- a) Register your details as a new client, or update your details if they have changed
- b) Register your pet/s with the practice
- c) Make appointments for your pet/s
- d) Process the fees due for any treatment
- e) Contact you about your pet and/or your account where required
- f) Deliver a safe and secure service by helping to prevent and detect fraud. We may need to disclose information to assist legal or debt recovery processes;
- g) Correctly label medicines and complete paperwork pertaining to your pet's medical care
- h) Enhance your experience by delivering a more personally tailored service to include vaccination reminders, worming/flea treatment reminders, paperwork relating to procedures your pet is to undergo etc.
- i) Respond to any issues or queries relating to your pet
- j) Notify you about changes to our service, or new services we are offering relevant to you and/or your pets.

Our Broad Lane site has CCTV in place for the purposes of protection of staff and premises from crime and theft. The footage is only retained for investigation if there are any events of the aforementioned nature and is then permanently deleted.

How we protect your information

We endeavour to protect your information by:

- a) Keeping your information up-to-date and accurate. Please note that, to do this, we require you to tell us if any of your details such as your name or address change.
- b) Having in place strict security procedures for the storage and disclosure of your information, to prevent unauthorised access.

c) Having in place procedures to deal with a suspected personal data breach. We will notify you and any applicable regulator of a breach where we are legally required to do so.

Statement on the use and disclosure of Personal Data

We do not sell, trade, or rent personal identification information to others. We may use third party service providers to help us operate our business and/or administer activities on our behalf by SMS, email or post such as sending out reminders, newsletters, surveys, offers for products and services that may be of interest to you. We may share your information with these third parties for those limited purposes provided that you have given us your permission. We may also telephone you to discuss your pet's treatment details .

We may use for the purpose of promotional, marketing and publicity purposes in any media worldwide any comments or feedback (excluding personal data) which you post publicly or provide to the surgeries, without notice or without any fee being paid. We may disclose your personal information to third parties if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our Terms and Conditions (i.e. debt collection services) or agreements or contracts between us or to protect the rights, property, or safety of Broad Lane Vets Ltd., our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection, credit risk reduction and our internal investigations including customer complaints and claims.

Your rights

You have the right to ask us not to process your personal data. You can exercise your right to prevent such processing by checking certain boxes on forms we use to collect your data e.g. our update your details paperwork. You can also exercise your right not to receive text, email, and post communications at any time by contacting the surgery on 02476 464789, emailing us: admin@broadlanevets.co.uk or visiting one of our receptions in person.

Please be aware that, even if we receive a request from you to delete your personal information, it may be that we cannot entirely remove all of your personal information. This is usually because we have a legitimate interest to hold onto some of that personal information, for example, if you have an ongoing contract with us or there are outstanding payments due by you to us – but we'll let you know.

The Website may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

Data retention

We will only retain your data as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any clinical, legal, accounting or reporting requirements, including our legal and regulatory requirements to the HMRC, VMD and RCVS.

Access Rights

You have a right to access the personal data about you that is held by us. To obtain a copy of the personal information we hold about you, please write to us at the following address: Broad Lane Vets Limited, 255 Broad Lane, Coventry CV5 7AQ.

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 email. We encourage users to frequently check this page for any changes to stay informed about



02476 464789

384a K'WORTH RD B'SALL COMMON CV7 7ER

255 BROAD LANE COVENTRY CV5 7AQ

332 RADFORD RD CV6 3AA

how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications
If you have any queries about data protection, please contact us on 02476 464789.