

PRIVACY NOTICE: ELITE PHYSIOS LONDON LTD.

1. ABOUT THIS NOTICE

This privacy notice sets out how Elite Physios London Ltd collects, uses and protects your personal data when you use our services whether online or in-person, including:

- when you register for physiotherapy and other treatments at our clinic;
- when you apply and use our online services such as our online rehabilitation programmes;
- how we communicate with you for marketing purposes and other communications.

We understand that your privacy and personal data are important to you. We only collect and use your personal data in ways that you would expect it to be used and as described in this privacy notice.

This website is not intended for children. Where we collect and use data relating to children, it is always under the supervision of a parent or guardian.

Our website may contain links to other websites. Please note that we have no control over how your data is collected, stored or used by other websites. You should refer to the privacy notices or policies on their websites before providing any information or data to them.

2. WHO WE ARE AND OUR CONTACT DETAILS

Elite Physios London Limited is a physiotherapy company that provides a range of treatments including but not limited to physiotherapy, rehabilitation, acupuncture and Pilates for day-to-day conditions and sports injuries. We provide face-to-face and online treatments and advice, and online rehabilitation programmes.

We are the controller of your personal data. That means that we look after your data and decide how it will be used. We are a limited company registered in England and Wales with the following details:

Company number: 12384365
Address: Templewood Estate,
Suite 4, Business Centre;
Stock Road
West Hanningfield
Chelmsford
CM2 8 LP
Email: helloelitephysios@gmail.com

If you have any questions about this privacy notice, including any requests to exercise your legal rights (paragraph 11), please contact us.

3. THE TYPES OF PERSONAL DATA WE COLLECT ABOUT YOU

Personal data means any information about an individual that allows that person to be identified. It can be obvious information, for example your name and contact details, but also information like identification numbers, health information and online identifiers.

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- **Identity Data** includes your first name, last name, any previous names, usernames or similar identifiers, marital status, title, date of birth and gender.
- **Contact Data** includes your postal and/or billing address, email address and telephone numbers.
- **Records of our Communications with You and About You** including general interactions relating to appointments and treatment, complaints and incidents, and communications with third parties such as insurance companies, consultants, general practitioners, and other health professionals and personnel involved in your care such as masseuses and personal trainers.
- **Financial Data** includes your bank account and/or payment (credit or debit) card details and billing address.
- **Transaction Data** includes details about payments to and from you and other details of products and services you have purchased from us.
- **Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, device ID and other technology on the devices you use to access this website.
- **Profile Data** includes your username and password, and details of the purchases or orders made by you.
- **Usage Data** includes information about how you interact with and use our website, products and services.
- **Marketing and Communications Data** includes your preferences in receiving marketing from us and our third parties and your communication preferences.
- **Health and Medical Information** includes information about your general state of health, including medical conditions or illnesses that might affect your treatment by us, and specific information about any injuries or conditions that we are treating you for.
- **Medical Insurance Information** including the existence of and medical insurance that you might have, who it is with, and the details of your insurance and extent of its coverage including limitations and excesses.

We may also collect, use and share **aggregated data** such as statistical or demographic data which is not personal data as it does not directly (or indirectly) reveal your identity. For example, we may

aggregate individuals' Usage Data to calculate the percentage of users accessing a specific website feature in order to analyse general trends in how users are interacting with our website to help improve the website and our service offering.

4. HOW IS YOUR PERSONAL DATA COLLECTED?

We use different methods to collect data from and about you including through:

- **Your interactions with us.** You may give us your personal data by filling in online or paper forms, attending an appointment with us, or by corresponding with us by post, phone, electronic message, email, video conference or otherwise. This includes personal data you provide when you:
 - enquire about, or make an appointment with us for our services;
 - agree to pay for service provided by us to a client that is not you, such as your child if you are a parent or guardian;
 - fill in any forms (paper, electronic and online) that we request you complete prior to or during your treatment, or associated with any of our services;
 - attend an appointment at which we provide our services;
 - create an account on our website and/or subscribe to or apply for our online services;
 - agree that we can send marketing to be sent to you; and
 - give us feedback or contact us.
- **Third parties.** We will receive personal data about you from various third parties as set out below:
 - Other health professionals that may either have referred you to us, or with whom we need to communicate as part of our treatments and other services to you. They might provide us with, for example, notes, reports and records about your health and any medical services, treatment and care that you have received or might benefit from;
 - Your insurers in order to coordinate with them in relation to payment for your treatment, get information from them where you are referred to us by them, and to arrange appointments with you; and
 - Financial and transaction data is provided to us from our third party card payment provider when you pay for our services via them.

5. HOW WE USE YOUR PERSONAL DATA

The law requires us to have a legal basis for collecting and using your personal data. We rely on one or more of the following legal bases:

- **Performance of a contract with you:** Where we need to perform the contract we are about to enter into or have entered into with you.
- **Legitimate interests:** We may use your personal data where it is necessary to conduct our business and pursue our legitimate interests, for example to prevent fraud, to send marketing emails to you where you are already a client, collect payment from a third party for services we have delivered to you, and to enable us to give you the best and most secure customer experience. We make sure we consider and balance any potential impact on you and your rights (both positive and negative) before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).
- **Legal obligation:** We may use your personal data where it is necessary for compliance with a legal obligation that we are subject to. We will identify the relevant legal obligation when we rely on this legal basis.
- **Consent:** We rely on consent only where we have obtained your active agreement to use your personal data for a specified purpose.
- **Vital interests:** On rare occasions, we may need to use your personal data to save your life, for example if you suffer a medical emergency during a treatment.

Specific purposes for using your personal data

We have set out below, in a table format, a description of all the ways we plan to use the various categories of your personal data, and which of the legal bases we rely on to do so.

Where we are able to be specific, we also set out how long we keep your personal data for. Where we cannot be specific we will apply certain criteria. More information on retention periods can be found in section 10 below:

Purpose/Use	Type of data	Legal basis and retention period
To provide you with physiotherapy and related services, including: a) registering you as a new customer d) delivering our physiotherapy services to you; e) managing appointments and other communications with you specific to our provision of services.	a) Identity b) Contact c) Health and medical	Performance of a contract with you We will retain this data for 8 years from the end of our relationship with you. Where we process special category data (health and medical information), we do this because it is necessary for health or social care purposes (medical diagnosis, and providing healthcare and treatment).

f) communicating with your doctor, consultant or other healthcare professional (including personal trainers, pilates instructors, masseuses and similar) regarding your treatment.		
To deliver online services and website content to you and monitor usage.	a) Identity b) Contact c) Profile d) Usage (f) Technical	Performance of a contract with you (when delivering paid content) Necessary for our legitimate interests (to study how customers use our products/services). We will retain this data for 7 years from the end of our relationship with you
To process payments relating to the services either from you (including where you are paying on behalf of your child), or your insurer: a) manage payments, fees and charges; and b) collect and recover money owed to us.	a) Identity b) Contact c) Financial d) Transaction e) Insurance	Performance of a contract with you (where you are paying yourself) Legitimate interests (where you are paying on behalf of your child or another third party) Necessary for our legitimate interests (to recover payment from insurance companies on your behalf and to recover debts due to us). We will retain this data for 7 years from your last transaction.
To manage our relationship with you which will include: a) notifying you about changes to contractual terms, this privacy notice, and other communications not directly related to provision of services. b) dealing with your requests, complaints and queries. c) to manage any communication preferences	(a) Identity (b) Contact (c) Profile (d) Marketing and Communications	(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and manage our relationship with you). We will retain this data for 7 years from our last interaction with you.

To send you relevant marketing communications and make personalised suggestions and recommendations to you about goods or services that may be of interest to you based on your Profile Data	(a) Identity (b) Contact (f) Marketing and Communications	Necessary for our legitimate interests (to carry out direct marketing, develop our products/services and grow our business) We will retain and process this data for up to 30 years from the last time you used our services.
To deal with medical emergencies in the unlikely event that an incident occurs.	a) Identity b) Contact c) Health and medical	Necessary to protect your vital interests We will retain this information for 8 years from the end of our relationship with you.

6. DIRECT MARKETING

When you register with us, whether for our in-person physiotherapy services, or our online services, you will be given the option to opt out of marketing communications from us via email and electronic messaging. You will only receive marketing communications from us if you have received services from us and have not opted out.

We may also analyse your Identity, Contact, Technical, Usage and Profile Data to form a view which products, services and offers may be of interest to you so that we can then send you relevant marketing communications.

We will not share your personal data with any third party for the purposes of direct marketing.

Opting out of marketing

You can ask us to stop sending you marketing communications at any time by either:

- clicking the unsubscribe button on the email and following the process;
- or by emailing helloelitephysios@gmail.com.

If you opt out of receiving marketing communications, you will still receive service-related communications that are essential for administrative or service purposes for example relating to appointment reminders, updates to our Terms and Conditions, other service related communications, billing, and checking that your contact details are correct.

7. DISCLOSURES OF YOUR PERSONAL DATA

Sometimes we may need to share your personal data with other organisations for purposes set out in the table in section 5 above. When we share your information, we only share it for the specific purpose, and limit it to what is necessary. We have processes in place to make sure your data is protected when we share it with third parties. We may have to share it with other third parties if we are required to by law. We may share your information with the following types of organisation:

- your insurer;
- your doctor, consultant or other medical or healthcare practitioner (including consultants, general practitioners, personal trainers, Pilates instructors, masseuses and similar) in the event that we need to discuss your ongoing treatment with them;
- our legal, accounting, financial and professional advisers;
- third party IT and payment card providers;
- third parties to whom we may choose to sell, transfer or merge parts of our business or our assets. If such a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy notice.

Unless the third party is a controller of your personal data in their own right (in which case they will have their own, independent obligations to you), we require all third parties to respect the security of your personal data and to treat it in accordance with the law and our instructions.

8. INTERNATIONAL TRANSFERS

Some of the third parties to whom we may transfer your personal data (mentioned in paragraph 7 above) may be based outside of the UK. Where this is the case we may need to transfer or allow access to your personal data outside the UK to countries which have laws that do not provide the same level of data protection as the UK law.

Whenever we transfer your personal data or allow access to organisations outside of the UK, we ensure a similar degree of protection is afforded to it by ensuring that the following safeguards are in place:

- We may transfer your personal data to countries that have been deemed by the UK to provide an adequate level of protection for personal data. The UK Government has what is called an “adequacy agreement” with these countries that permits us to transfer data to them.
- If we need to transfer data to a country that does not have an adequacy agreement, we may use specific regulator approved standard contractual data protection terms approved for use in the UK. These give the transferred personal data the same protection as it has in the UK. We will only do this if we have previously assessed the risks associated with transferring data outside the UK and ensured that adequate protection is afforded to your data.
- In rare cases, we might rely on an exception permitted by law, for example we might get your explicit consent, it might be absolutely necessary to perform our contract with you, it might be necessary to establish or make a legal claim, or it might be necessary to save your life, or to meet our compelling legitimate interests.

9. DATA SECURITY

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, contractors and other third parties who have a

business need to know. Unless they have their own specific obligations to you, they will only process shared personal data on our instructions and they are subject to a duty of confidentiality.

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

10. DATA RETENTION

Where we are able to specify, details of retention periods for the different processing purposes of your data are set out in the table in paragraph 5 above.

Otherwise, we will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

By law we have to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they cease being customers for tax purposes.

We are required by the HCPC and CSP to keep medical records for 8 years after our last interaction with you, or eight years after your 18 birthday or until 25 years of age if you are a child.

In some circumstances you can ask us to delete your data: see paragraph 11 below for further information.

In some circumstances we will anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

11. YOUR LEGAL RIGHTS

You have a number of rights under data protection laws in relation to your personal data.

You have the right to:

Access	(commonly known as a "subject access request"). You can ask for a copy of the personal data we hold about you and to check that we are lawfully processing it.
Rectification	You can ask for incomplete or inaccurate data we hold about you to be corrected, though we may need to verify the accuracy of the new data you provide to us.

Erasure	You can ask us to delete or remove personal data where there is no good reason for us continuing processing it. We may not always be able to comply with your request of erasure e.g. for legal reasons. If that is the case we will let you know.
Object	Where we are relying on a legitimate interest (or those of a third party) as the legal basis for that particular use of your data you can object to us doing so e.g. for direct marketing communications. In some cases (though not direct marketing), we may demonstrate that we have compelling legitimate grounds to process your information which override your right to object. Where this is the case, we will let you know.
Portability transfer	You can ask us to provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. This right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.
Restriction	You to ask us to suspend the processing of your personal data in one of the following scenarios: • you want us to establish the data's accuracy; • our use of the data is unlawful but you do not want us to erase it; • you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.
Withdraw consent	You can withdraw your consent (where we are relying on it) at any time. If you do this: • it will not affect the lawfulness of any processing carried out before you withdraw your consent; and • we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.
Restrict automated decision making and profiling.	You can ask us not to make solely automated decisions about you or use profiling if this has a legal effect on you or an effect as significant as a legal effect. We do not use your personal data in this way.

Exercising your legal rights:

If you wish to exercise any of your rights set out above, please contact us using the contact details in paragraph 2.

You will not normally have to pay a fee, except:

- we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive and
- we could alternatively refuse to comply with your request in these circumstances.

We may need to prove your identity – we may request identification or other information from you to help us confirm who you are, and ensure you have the right access your personal data or exercise any of your other rights. This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We will try to respond within a month to all legitimate requests. Occasionally it could take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

12. COMPLAINTS

You have the right to make a complaint to the Information Commissioner's Office (ICO), the UK regulator for data protection issues (www.ico.org.uk). However, before doing so please make sure you have first made your complaint to us or asked us for clarification if there is something you do not understand. You can complain using the details in paragraph 2.

13. YOUR DUTY TO INFORM US OF CHANGES

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us, for example a new address or email address.

14. CHANGES TO THE PRIVACY NOTICE

We keep our privacy notice under regular review. If we change it we will let you know. Older versions can be obtained by contacting us.