



Privacy Policy

Effective Date: 05th January 2025

Exmoor Equine Clinic ("we", "us", "our") respects your privacy and is committed to safeguarding your personal data. This privacy policy outlines how we collect, use, disclose, and protect your information, and provides you with an overview of your rights regarding your personal data. Please read this policy carefully to understand how we handle your data.

1. Important Information and Who We Are **Purpose of this privacy notice**

This privacy notice explains how we collect and process your personal data when you register with our clinic, use our website, or engage with our veterinary services. This includes information you provide when you register for services, schedule appointments, or communicate with us.

Exmoor Equine Clinic is the **data controller** of your personal data. This means we are responsible for how your data is processed and for ensuring that your privacy rights are upheld.

Contact Details

Exmoor Equine Clinic

Hare and Hounds, West Anstey, EX36 3PH

Email: info@exmoorequine.co.uk

Phone: 01398392291

Data Protection Officer (DPO): Cajsa Isgren

Email: info@exmoorequine.co.uk

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) at www.ico.org.uk.

Changes to the Privacy Notice

This privacy policy was last updated on 5th January 2025. We may update this policy occasionally, so please check regularly for any changes.

2. The Data We Collect About You

We may collect the following types of personal data about you:

- **Identity Data:** Name, title, date of birth, and gender.
- **Contact Data:** Address, email, phone number.
- **Animal Data:** Information about your animal(s), including species, breed, medical history, treatment details, and insurance records.

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- **Financial Data:** Bank account and payment card details.
- **Transaction Data:** Details of payments and services provided.
- **Technical Data:** IP address, browser type, device information, and usage data from our website.
- **Marketing Data:** Preferences regarding our marketing communications.

We may also collect **Aggregated Data** (e.g., statistical data) that does not identify you personally, but may be combined with your personal data if needed.

Special Categories of Data

We do not collect special categories of personal data, such as health data, unless it is necessary for the treatment of your animal(s).

3. How We Collect Your Personal Data

We collect data through the following methods:

- **Direct Interactions:** Information you provide directly when registering, contacting us, or using our services.
- **Automated Interactions:** Data collected automatically through cookies and similar technologies on our website.
- **Third Parties:** We may receive data from third parties, such as payment processors or animal insurance providers.

4. How We Use Your Personal Data

We will only use your personal data when the law permits. Most commonly, we use your data in the following circumstances:

- To provide veterinary services, treatments, and related support.
- To manage our relationship with you, including customer service, reminders, and notifications.
- To comply with legal obligations, including financial and regulatory requirements.
- To improve our website and services through data analysis and feedback.

We may process your data for marketing purposes, but we will only do so with your consent. You can withdraw your consent at any time.

5. Disclosures of Your Personal Data

We may share your personal data with the following:

- **Service Providers:** Third-party companies that help us deliver our services, such as payment processors and IT support.
- **Law Enforcement:** If required by law, we may disclose your data to authorities.
- **Business Transfers:** In the event of a business sale, merger, or reorganization, your data may be transferred to new owners.

We ensure all third parties respect the confidentiality and security of your personal data.

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6. Data Transfers

We do not transfer your personal data outside of the United Kingdom without ensuring appropriate safeguards are in place, in accordance with the applicable laws.

7. Data Security

We implement appropriate technical and organizational measures to safeguard your personal data from accidental or unlawful access, loss, or destruction. Access is limited to employees and third parties who need the information to carry out their tasks, and all parties are bound by confidentiality agreements.

8. Data Retention

We will retain your personal data only for as long as necessary to fulfil the purposes for which it was collected, including any legal or reporting obligations. Typically, we retain customer data for six years after the end of the business relationship.

9. Your Legal Rights

You have certain rights regarding your personal data, including the right to:

- **Access:** Request a copy of the personal data we hold about you.
- **Rectification:** Request correction of any inaccurate or incomplete data.
- **Erasure:** Request the deletion of your data under certain circumstances.
- **Objection:** Object to processing of your data where we rely on legitimate interests.
- **Restriction:** Request restriction of processing in certain situations.
- **Portability:** Request a copy of your data in a machine-readable format.

If you wish to exercise any of these rights, please contact us at the details provided above.

10. Cookies

Our website uses cookies to improve your experience and provide better services. You can control the use of cookies through your browser settings.

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