

# PRIVACY NOTICE

2025





# WHERE WE GET YOUR DATA

- Provided directly by you e.g. when you enquire about our services
- Collected in the normal course of our relationship with you
- The personal data has been made public by you e.g. contacting BoldVets or a member of our staff via a social media platform
- Collected when visiting our website and using its features
- Some personal data might be created by us for example records of our communication





# WHAT DATA WE COLLECT



## Name & Contact Details

Your first and last name. This might include your title such as Mr, Mrs, Miss, Dr etc...which might indicate your marital status. Your home address, phone number and email address



## Medical

On some occasions it is necessary for us to collect medical information about you to ensure that the pet treatment does not interfere with you medications



## Affordability

Veterinary treatment can be costly sometimes and your financial circumstances will be used to determine your affordability



## Email Content

Content of correspondence that might contain personal information





# WHY WE COLLECT PERSONAL DATA

When you interact with us either through our website or during the course of our dealings with you, we will collect some personal data to enable us to communicate with you and to perform our services.





# LAWFUL BASIS



## **Contractual Obligations**

We need to use your data to allow us to perform our obligations under the contract that we enter with you. A contract can be verbal. This lawful basis also applied when asking for quotes and proposal of work.



## **Legal Obligations**

As a Veterinary Practice we are legally obliged to comply with animal welfare, medical and compliance regulations as well as veterinary standards. To comply with these legal requirements we need to process your data.



## **Explicit Consent**

In some circumstances we might have to rely on consent. You will be provided with the appropriate way to grant such consent and to withdraw it should you chose to do so at a later date.



## **Legitimate Interest**

We will use your data if it is necessary for the purposes of the legitimate interests. For example, sending your reminders for appointments, vaccinations and flea treatments.



# WHO WE SHARE YOUR DATA WITH

## Practice Management Systems

**Merlin** – is our Practice Management system that we use to register our customers and make notes about you and your pet.  
**Ionos** – is our communication email system



## Prescription Dispensation

**Digital Practice** – is the system that allows us to dispense prescriptions

## Booking and Reminders

**Vetstoria** – is an interface system that allows our customers to directly book an appointment from our website into our Practise Management System  
**iRecall** – allows to send you SMS reminders for appointments, vaccinations and flea treatments.

## Finance Management

We will share your data with our accountant for the purpose of debt collections, administering our accounts and pay taxes to HMRC.



# Your Rights

1

## Access

You have the right to obtain copies of your data. The data will be send to you in electronic format unless specified otherwise.

2

## Rectification

You have the right to have your data rectified if it's incorrect or incomplete.

3

## Object

You have the right to object to your data being processed where there are no overriding legitimate grounds for the processing

4

## Restriction

You have the right to restrict processing for example if you need us to store your data longer than 6 years.

5

## Erasure

You have the right to request for your data to be deleted if the data is no longer necessary or it was processed unlawfully.

if you would like to exercise any of your rights please email us  
at [dpo@boldvets.co.uk](mailto:dpo@boldvets.co.uk)





# HOW LONG WE KEEP YOUR DATA



- We will keep your personal data only for as long as we need it to meet the reasons we collected it, like following legal, tax, or reporting rules. If there's a complaint or a chance of legal issues, we might keep it longer.
- To decide how long to keep your data, we look at things like how much data we have, how sensitive it is, the risk of someone misusing it, and whether we can meet our needs in other ways.
- We also follow legal and tax rules.
- Sometimes, we may remove personal details from your data so it cannot be linked to you. We might use this anonymous data for research or statistics forever without informing you.



# COMPLAINTS & ESCALATION

We would hope that you will never have the need to complain. However, in case you do please contact us at [dpo@boldvets.co.uk](mailto:dpo@boldvets.co.uk) and we will do our outmost to resolve the matter.

If you feel that we have not dealt with your complaint to your satisfaction, you have the right to complain to the supervisory authority <https://ico.org.uk/make-a-complaint/>





# HOW TO CONTACT US

We believe that this Privacy Notice has given you all the information you need. However, if there is anything else you would like to know please feel free to contact us using any of the communication channels below.



01744 820505



dpo@boldvets.co.uk



www.boldvets.co.uk

