

## Privacy Notice

### Introduction

*This is my privacy policy and lets you know why I collect data from you, what I do with it and how I store it. I am the Foot Specialist who is committed to maintaining trust and confidence of my clients. That is why I only collect the data I need from you for medical reasons. Your information is password protected and kept safe under lock and key.*

### What I collect and why

- *Your contact details, so that I can get in touch with you to remind you of an upcoming appointment, to let you know what you need to do after an appointment and to inform you of any new treatments or advice which would be of interest to you.*
- *Your age, as the condition of your feet is affected by age.*
- *GP details, to refer you if necessary.*
- *Emergency contact, in case of any emergency experienced whilst in clinic.*
- *Disorders and illnesses, as these may affect the condition of your feet, how I treat you and what medicaments I prescribe.*
- *Medications, as these may affect how I treat you and what medicaments I prescribe.*
- *Neurovascular information, to assess blood and nerve supply to the feet.*
- *Observations and actions during each treatment, to see how each client is progressing.*

### Google Analytics

*When someone visits my website [www.foot-specialist.net](http://www.foot-specialist.net) I use Google Analytics to collect details of visitor behaviour patterns finding out such things as number of visitors to various parts of the website, what they have looked at and clicked on, so I can get an idea of what clients are interested in. This information is processed in a way so that it does not identify anyone, not to me or to Google.*

### Mailing Lists

*If I am introducing a new product or service, I sometimes use a third-party provider, Infusionsoft, to deliver the email. I can then gather statistics around email opening and clicks to help us monitor clients' interests. For more information, please see [Infusionsoft's privacy notice](#). You can unsubscribe to general mailings by clicking the unsubscribe link at the bottom of any of our emails or by emailing me at [andrea@foot-specialist.net](mailto:andrea@foot-specialist.net)*

### Shared information

*I sometimes share anonymised photographs of clients' feet to other professionals in the Foot Health industry for advice and help. The name of the client is never linked to the image.*

### Access to your personal information

*Clients are entitled to view, amend, or delete the personal information that I hold. Email your request to me at [andrea@foot-specialist.net](mailto:andrea@foot-specialist.net)*

### Old records

*Records are kept for 7 years following the discharge of the patient. Minor patients (under 19) are kept for 7 years following discharge, or until the patient reaches the age of 21, whichever is longer. Old records will be destroyed by shredding.*

### Changes to this Privacy Notice

*This policy was created on 31<sup>st</sup> March 2018 and will be reviewed annually.*