

Health HQ Ltd Privacy Notice

How we use your information

This leaflet helps to explain how we collect, store and use the information you give to us when you visit.

Who are we?

Health HQ Ltd is a provider of Chiropractic care in the UK. Our clinic is based in Portsmouth, Hampshire. Health HQ Ltd is a 'data controller' for the purposes of your personal data (information). This means that we determine the purpose and means of the processing of your personal information. Our contact details can be found on the back of this leaflet.

Please read this leaflet carefully as it contains important information on who we are and what personal information we hold about you, how we collect it and how we may use and share your personal information. It also explains your rights in relation to your personal information and how to contact us or make a complaint.

What information do we collect about you?

When you come to see us at the clinic, we ask you for your personal details such as your name and contact information, relevant medical information and any information regarding medical insurance you may have or be claiming treatment on. This personal information is required to enable us to provide healthcare services to you. If you do not provide the personal information we ask for, it may delay or prevent us from providing our services to you.

During the course of your treatment with us, we may also collect information about you through participation in voluntary surveys and other activities run by the clinic, and providing feedback.

How and why we use your information

Under data protection law, Health HQ Ltd can only use your personal information if we have a proper reason for doing so.

The information we collect helps us to give you the best possible chiropractic care and fulfil our legal and administrative responsibilities.

We will use your personal information:

1. As necessary to perform our contract with you for the provision of healthcare services or to take steps at your request before entering into a contract;
2. As necessary to comply with our legal obligations;
3. As necessary for Health HQ Ltd's legitimate interests or those of someone else e.g.
 - a. to prevent fraud that could be damaging for us and you;
 - b. to improve our products and services for the benefit of our patients;
 - c. for statistical analysis to help us manage our business in relation to our financial performance, services offered or other efficiency measures so that we can be as efficient as possible and deliver the best service to you at the best price;
 - d. for business administration, such as accounting purposes; and
4. With your consent.

We will also use your medical information:

1. As necessary to provide healthcare or treatment;
2. With your explicit consent, to make referrals to other healthcare providers;
3. As necessary for reasons of substantial public interest;
4. As necessary to establish, exercise or defend legal claims.

Sharing of your information

Health HQ Ltd does not sell or rent your personal information to third party companies. If at any time in the future this may change, you will be contacted and your consent will be sought.

Medical information will be accessible by Health HQ Ltd's practitioners providing your treatment. This will be your main practitioner and at times if

they are unavailable, due to sickness or other absence, a locum practitioner. Some administrative staff will also have access to records. They are bound by confidentiality both legally and professionally as we understand how important your information is.

It may become apparent to your practitioner that other or additional healthcare services would optimise your level of care. In these circumstances, through consultation with your practitioner and with your consent, medical details may be disclosed to the relevant healthcare provider.

We may also share your personal information (including medical information where permitted by law) with:

- Companies we use to help deliver our services and run our business e.g. payment providers, IT providers;
- Law enforcement agencies and professional regulatory bodies;
- Our legal and professional advisors;
- Potential buyers of some or all of our business;
- Anyone else where we have your consent or where it is required by law.

We only allow the companies who provide services to us to handle your information if we are satisfied that they take appropriate measures to protect your personal information. We also impose contractual obligations on them to ensure they can only use your personal information to provide services to us.

How long we keep your information

We will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including;

- to keep records required by law to comply with our legal and regulatory obligations;
- to show that we treated you fairly;
- to respond to any questions, complaints or claims made by you or on your behalf.

We will not retain your personal information for longer than necessary for the purposes set out in this leaflet.

Transferring your personal information outside of the EEA

It may sometimes be necessary for us to share your personal information outside the European Economic Area (EEA) (which comprises the countries in the European Union and Iceland, Liechtenstein and Norway) e.g. if we have service providers located outside the EEA.

These transfers are subject to special rules under European and UK data protection law.

Whenever we transfer your personal information outside of the EEA, we will ensure a similar degree of protection is afforded to your information by ensuring one of the following (or one of the other safeguards set out in data protection law) applies:

- your personal information is transferred to countries that have been deemed to provide an adequate level of protection for information by the European Commission;
- the transfer is necessary for the performance of a contract between you and us;
- the transfer is necessary to establish, exercise or defend legal claims;
- there are adequate safeguards in place between us and the organisation receiving it (e.g. by the use of European Commission approved contractual terms); or
- you have provided explicit consent to the proposed transfer after being informed of any potential risks.

Your rights

You have the following rights, which you can exercise free of charge (please note that some of these rights don't apply in all circumstances):

- The right to be informed about our processing of your personal information;
- The right to be provided with a copy of your personal information;
- The right to require us to correct any mistakes in your personal information;
- The right to require us to delete your personal information;
- The right to require us to restrict processing of your personal information;
- The right to object to our processing of your personal information;
- The right to require us to move, copy or transfer your personal information;

We do not use personal information for automated decision making.

For more information about your rights, including the circumstances in which they apply, please contact us or go the Information Commissioner's Office website www.ico.gov.uk.

If you would like to exercise any of these rights, please email, call or write to us. Our contact details are at the end of this leaflet.

Our commitment

We are committed to ensuring that your information is secure on site as well as off site. In order to prevent unauthorised access or disclosure, we have put in place physical, electronic and managerial procedures to safeguard and secure the information we collect.

Making sure your information is kept safely and securely is a top priority, however, if you think you have witnessed anything you are unhappy about in relation to the safeguarding of your information, please contact us. If you would prefer to contact someone anonymously, please write to 'The Managing Director' at the address at the end of this leaflet. We will be pleased to look into any issues.

We do not want to do anything with your personal information that you might find misleading, unexpected or objectionable. We strive to be open with customers and treat their details fairly.

No post today, please!

We may like to keep you informed about things that we and other like minded businesses offer so that you can decide if these could be of benefit. We need your consent to send you marketing material and we ask for this in our New Client Details Form. You do not have to give your consent and if you do, you can withdraw it at any time, so the choice is all yours.

You have the right to opt out of receiving marketing material at any time by:

- emailing info@healthhq.co.uk, writing to us at 71 Marmion Road, Southsea, Hampshire, PO5 2AX or calling us on 023 9216 0339; or
- using the 'unsubscribe' link in our emails or 'STOP' number in texts

How to complain

We hope that we can resolve any query or concern you may raise about our use of your personal information.

However, if we are not able to resolve your complaint to your satisfaction, you can complain to the Information Commissioner's Office (ICO). Further information about how to make a complaint to the ICO can be found on the ICO website www.ico.org.uk.

Changes to this leaflet

We may change the information in this leaflet from time to time and when we do so, we will inform you by emailing you.

Contact us

As your chiropractic treatment provider, we like to have contact with you regarding any feedback, complaints, concerns or, we hope, positive comments.

Please talk to us so we can make sure you are getting the most from your treatment and to ensure we can address any questions or concerns about how we handle your personal information.

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023 9216 0339

www.healthhq.co.uk

info@healthhq.co.uk

Health HQ Ltd. Place of registration: England and Wales.

Registration No: 08149577

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