



Sports Therapy

## PRIVACY POLICY MAY 2020

### PRIVACY

#### HOW I USE YOUR PERSONAL INFORMATION

Last updated May 2020

Your information will be held by Rebecca Humphreys trading as Eye-Bex Sports Therapy.

#### HOW I USE YOUR PERSONAL INFORMATION

This privacy notice is to let you know how I promise to look after your personal information. This includes what you tell me about yourself, what I learn by having you as a patient/class participant, and the choices you give me about what marketing you want me to send you. This notice explains how I do this and tells you about your privacy rights and how the law protects you.

#### MY PRIVACY PROMISE

I promise:

- To keep your data safe and private.
- Not to sell your data.
- To give you ways to manage and review your marketing choices at any time.

#### WHO I AM

I am a sports massage therapist, Pilates instructor and personal trainer.

If you have any questions, or want more details about how I use your personal information, you can ask me by writing to me at Eye-Bex Sports Therapy, Room 21, The iCentre, Ingleton, North Yorkshire LA2 3BU or email [becca@eye-bex.com](mailto:becca@eye-bex.com). Or you can call me on [07775 691131](tel:07775691131) (+44 7775 691131 from outside the UK).

#### HOW THE LAW PROTECTS YOU.

As well as my Privacy Promise, your privacy is protected by law. This section explains how that works.

Data Protection law says that I am allowed to use personal information only if I have a proper reason to do so. This includes sharing it outside Eye-Bex Sports Therapy. The law says I must have one or more of these reasons:

- To fulfil a contract I have with you, or
- When it is my legal duty, or
- When it is in my legitimate interest, or
- When you consent to it.

A legitimate interest is when I have a business or commercial reason to use your information. But even then, it must not unfairly go against what is right and best for you. If I rely on my legitimate interest, I will tell you what that is.

Here is a list of all the ways that I may use your personal information, and which of the reasons I rely on to do so. This is also where I tell you what my legitimate interests are.

What I use your personal information for	My reasons	My legitimate interests
<ul style="list-style-type: none"> <li>• <b>To manage my relationship with you.</b></li> <li>• <b>To develop new ways to meet my patient/class participants' needs and to grow my business.</b></li> <li>• <b>To develop and carry out marketing activities.</b></li> <li>• <b>To study how my patient/class participants use products and services.</b></li> <li>• <b>To provide advice or guidance about my products and services.</b></li> </ul>	<ul style="list-style-type: none"> <li>• My consent.</li> <li>• Fulfilling contracts.</li> <li>• My legitimate interests.</li> <li>• My legal duty.</li> </ul>	<ul style="list-style-type: none"> <li>• Keeping my records up to date, working out which of my products and services may interest you and telling you about them.</li> <li>• Seeking your consent when I need it to contact you.</li> <li>• Being efficient about how I fulfil my legal duties.</li> <li>• Developing products and services, and what I charge for them.</li> <li>• Defining types of patient/class participants for new products or services.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>To develop and manage my brands, products and services.</b></li> <li>• <b>To test new products.</b></li> <li>• <b>To manage how I work with other companies that provide services to me and my patient/class participants.</b></li> </ul>	<ul style="list-style-type: none"> <li>• Fulfilling contracts.</li> <li>• My legitimate interests.</li> <li>• My legal duty.</li> </ul>	<ul style="list-style-type: none"> <li>• Developing products and services, and what I charge for them.</li> <li>• Defining types of patient/class participants for new products or services.</li> <li>• Being efficient about how I fulfil my legal and contractual duties.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>To deliver my products and services.</b></li> <li>• <b>To make and manage patient/class participant payments.</b></li> <li>• <b>To manage fees, charges and interest due on patient/class participant accounts.</b></li> <li>• <b>To collect and recover money that is owed to us.</b></li> <li>• <b>To manage and provide treasury and investment products and services.</b></li> </ul>	<ul style="list-style-type: none"> <li>• Fulfilling contracts.</li> <li>• My legitimate interests.</li> <li>• My legal duty.</li> </ul>	<ul style="list-style-type: none"> <li>• Being efficient about how I fulfil my legal and contractual duties.</li> <li>• Complying with regulations that apply to us.</li> </ul>

<ul style="list-style-type: none"> <li>• To detect, investigate, report, and seek to prevent financial crime.</li> <li>• To manage risk for me and my patient/class participants.</li> <li>• To obey laws and regulations that apply to us.</li> <li>• To respond to complaints and seek to resolve them.</li> </ul>	<ul style="list-style-type: none"> <li>• Fulfilling contracts.</li> <li>• My legitimate interests.</li> <li>• My legal duty.</li> </ul>	<ul style="list-style-type: none"> <li>• Developing and improving how I deal with financial crime, as well as doing my legal duties in this respect .</li> <li>• Complying with regulations that apply to me.</li> <li>• Being efficient about how I fulfil my legal and contractual duties.</li> </ul>
<ul style="list-style-type: none"> <li>• To run my business in an efficient and proper way. This includes managing my financial position, business capability, planning, communications, corporate governance, and audit.</li> </ul>	<ul style="list-style-type: none"> <li>• My legitimate interests.</li> <li>• My legal duty.</li> </ul>	<ul style="list-style-type: none"> <li>• Complying with regulations that apply to mes.</li> <li>• Being efficient about how I fulfil my legal and contractual duties.</li> </ul>
<ul style="list-style-type: none"> <li>• To exercise my rights set out in agreements or contracts.</li> </ul>	<ul style="list-style-type: none"> <li>• Fulfilling contracts.</li> </ul>	

#### GROUPS OF PERSONAL INFORMATION

I use many different kinds of personal information, and group them together like this.

Type of personal information	Description
<b>Contact</b>	Where you live and how to contact you.
<b>Socio-Demographic</b>	This includes details about your work or profession, nationality, education and where you fit into general social or income groupings.
<b>Transactional</b>	Details about payments to and from your accounts with me, and insurance claims you make.
<b>Contractual</b>	Details about the products or services I provide to you.
<b>Behavioural</b>	Details about how you use my products and services.
<b>Communications</b>	What I learn about you from letters, emails and conversations between us.
<b>Social Relationships</b>	Your family, friends and other relationships.
<b>Open Data and Public Records</b>	Details about you that are in public records, such as the Electoral Register, and information about you that is openly available on the internet.
<b>Usage Data</b>	Other data about how you use your products and services.
<b>Documentary Data</b>	Details about you that is stored in documents in different formats, or copies of them. This could include things like my consultation notes and any documentary information that you share with me.
<b>Special types of data</b>	<p>The law and other regulations treat some types of personal information as special. I will only collect and use these types of data if the law allows me to do so:</p> <ul style="list-style-type: none"> <li>• Racial or ethnic origin</li> <li>• Religious or philosophical beliefs</li> <li>• Trade union membership</li> <li>• Genetic and bio-metric data</li> </ul>

	<ul style="list-style-type: none"><li>• Health data including gender</li><li>• Criminal convictions and offences</li></ul>
<b>Consents</b>	Any permissions, consents or preferences that you give us. This includes things like how you want me to contact you.

## WHERE I COLLECT PERSONAL INFORMATION FROM

I may collect personal information about you from these sources:

### DATA YOU GIVE TO US:

- When you apply for an appointment
- When you talk to me on the phone or in clinic (including during a home visit)
- When you use my websites
- In emails and letters
- In patient/class participant surveys
- If you take part in my competitions or promotions.

### DATA I COLLECT WHEN YOU USE MY SERVICES.

This includes the amount, frequency, type, location, origin and recipients:

### PAYMENT AND TRANSACTION DATA.

Profile and usage data. This includes the profile you create to identify yourself when you connect to my internet booking service.

### DATA FROM THIRD PARTIES I WORK WITH:

- Companies and individuals that introduce you to me
- Retailers
- Social networks
- Public information sources such as Companies House
- Agents working on my behalf
- Market researchers
- Medical practitioners\*
- Government and law enforcement agencies.

\* In some circumstances, I may need to ask your GP or other medical professional to send me a report. I will only do this if I get your consent first.

## WHO I SHARE YOUR PERSONAL INFORMATION WITH

I may share your personal information with these organisations:

- Agents and advisers who I use to help run my accounts and services, collect what you owe, and explore new ways of doing business
- Organisations or individuals that introduce you to me
- Companies that I introduce you to

- Market researchers
- Companies you ask me to share your data with.

I may need to share your personal information with other organisations to provide you with the product or service you have chosen:

I may also share your personal information if the make-up of Eye-Bex Sports Therapy changes in the future. For example, I may choose to sell, transfer, or merge parts of my business, or my assets. Or I may seek to acquire other businesses or merge with them.

During any such process, I may share your data with other parties. I will only do this if they agree to keep your data safe and private.

If the change to my business happens, then other parties may use your data in the same way as set out in this notice.

#### IF YOU CHOOSE NOT TO GIVE PERSONAL INFORMATION

I may need to collect personal information by law, or under the terms of a contract I have with you.

If you choose not to give me this personal information, it may delay or prevent me from meeting my obligations. It may also mean that I cannot deliver the services for which you originally contacted me. It could mean that I cancel a product or service you wanted.

Any data collection that is optional would be made clear at the point of collection.

#### MARKETING

I may use your personal information to tell you about relevant products and offers. This is what I mean when I talk about 'marketing'.

The personal information I have for you is made up of what you tell me, and data I collect when you use my services, or from third parties I work with. I study this to form a view on what I think you may want or need, or what may be of interest to you. This is how I decide which products, services and offers may be relevant for you.

I can only use your personal information to send you marketing messages if I have either your consent or a 'legitimate interest'. That is when I have a business or commercial reason to use your information. It must not unfairly go against what is right and best for you.

You can ask me to stop sending you marketing messages by contacting me at any time.

Whatever you choose, you'll still receive appointment information.

I may ask you to confirm or update your choices in future. I will also ask you to do this if there are changes in the law, regulation, or the structure of my business.

If you change your mind you can update your choices at any time by contacting me.

#### HOW LONG I KEEP YOUR PERSONAL INFORMATION

I will keep your personal information for as long as you are a patient/class participant of Eye-Bex Sports Therapy.

After you stop being a patient/class participant, I may keep your data for up to 10 years for one of these reasons:

- To respond to any questions or complaints.
- To show that I treated you fairly.
- To maintain records according to rules that apply to this business.

I may keep your data for longer than 10 years if I cannot delete it for legal, regulatory or technical reasons. I may also keep it for research or statistical purposes. If I do, I will make sure that your privacy is protected and only use it for those purposes.

#### HOW TO GET A COPY OF YOUR PERSONAL INFORMATION

You can access your personal information I hold by writing to me at this address:

Eye-Bex Sports Therapy, Room 21, The iCentre, Ingleton, North Yorkshire LA2 3BU

#### LETTING ME KNOW IF YOUR PERSONAL INFORMATION IS INCORRECT

You have the right to question any information I have about you that you think is wrong or incomplete. Please contact me if you want to do this. If you do, I will take reasonable steps to check its accuracy and correct it.

#### WHAT IF YOU WANT ME TO STOP USING YOUR PERSONAL INFORMATION?

You have the right to object to my use of your personal information, or to ask me to delete, remove, or stop using your personal information if there is no need for me to keep it. This is known as the 'right to object' and 'right to erasure', or the 'right to be forgotten'.

There may be legal or other official reasons why I need to keep or use your data. But please tell me if you think that I should not be using it.

I may sometimes be able to restrict the use of your data. This means that it can only be used for certain things, such as legal claims or to exercise legal rights. In this situation, I would not use or share your information in other ways while it is restricted.

You can ask me to restrict the use of your personal information if:

It is not accurate.

It has been used unlawfully but you don't want me to delete it.

It not relevant any more, but you want me to keep it for use in legal claims.

You have already asked me to stop using your data but you are waiting for me to tell you if I are allowed to keep on using it.

If you want to object to how I use your data, or ask me to delete it or restrict how I use it or, please contact us.

## HOW TO WITHDRAW YOUR CONSENT

You can withdraw your consent at any time. Please contact me if you want to do so.

If you withdraw your consent, I may not be able to provide certain products or services to you. If this is so, I will tell you.

## HOW TO COMPLAIN

Please let me know if you are unhappy with how I have used your personal information. You can contact me by writing to Eye-Bex Sports Therapy at Room 21, The iCentre, Ingleton, North Yorkshire LA2 3BU or by calling me on 07775 691131.

You also have the right to complain to the Information Commissioner's Office. Find out on their website how to [report a concern](#).

## FUTURE FORMATS FOR SHARING DATA

The Data Privacy laws changed on 25 May 2018. From that date you will have the right to get your personal information from me in a format that can be easily re-used.

You can also ask me to pass on your personal information in this format to other organisations.