



## Data Privacy Notice

This privacy notice tells you what to expect us to do with your personal information. If you need a copy of this policy which is suitable for children, please contact Alice Hale.

### Contact details

Alice Hale is the registered Data Controller, registered with the Information Commissioner's Office (ICO).

Email: [alice@physiowithalice.com](mailto:alice@physiowithalice.com)

Telephone: 07362 376982

### What information we collect, use, and why

When you access our website, we do not actively collect cookies. The only data collected is from the contact form which you can choose to complete or not. It asks for the following personal data **to deal with your query**:

- Name
- Contact details
- Summary of request/issue which may include health information

If we begin treatment, we may collect or use the following personal information to:

- 1. provide patient care, services and other goods,**
- 2. comply with legal requirements or,**
- 3. deal with queries, complaints or claims:**

- Name, address and contact details (1,2,3)
- Health information (including medical conditions, allergies, medical requirements and medical history) (1,2,3)
- Gender & pronoun preferences, date of birth, NHS number/hospital number, racial or ethnic origin, religious or philosophical beliefs, next of kin details including any support networks, emergency contact details, photographs, information about care needs (including disabilities, home conditions, medication and dietary requirements and general care provisions), test results (including psychological evaluations, scans, bloods, x-rays, tissue tests and genetic tests) (1)
- Health and safety information (2)



- Purchase or service history, customer or client accounts and records, financial transaction information (3)
- Information relating to health and safety (including incident investigation details and reports and accident book records), correspondence, records of meetings and decisions (2,3)

## Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are in brief set out below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website.

If you make a request to exercise your data protection rights, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for collecting or using personal information to

- provide patient care, services and other goods,**
- comply with legal requirements or,**
- deal with queries, complaints or claims:**

are:

- **Consent** - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time. (a,b,c)
- **Legitimate interest** - we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are: to provide comprehensive patient care, comply with HCPC and professional registration standards & ensure that any complaints can be dealt with fully, with all the relevant information. (a,b,c)



## Where we get personal information from

- Directly from you, family members or carers
- Other health and care providers
- Charities or voluntary sector organisations
- Schools, colleges, universities or other education organisations

## How long we keep information

If you get in touch with us to consider treatment, we will ask you to confirm whether you wish to book treatment or not, to allow us to delete your data as necessary. If you decide not to have treatment, we will store your query and associated personal data for one year. If we do not hear from you, we will delete your personal data after one year. If we decline to offer treatment (declined referral), we will keep your personal data for 2 years.

If you book and commence treatment with us, then to provide therapy services and communicate with you regarding your bookings and requests, we will maintain records of your correspondence, treatment sessions and any other relevant personal information dependent upon its use.

Our data retention practices are based upon the NHS England Transformation Directorate: "Record Management Code of Practice" by way of maintaining our standards of proficiency set out by the Health and Care Professions Council. This code of practice requires us to keep certain kinds of data for different periods of time. Here is a list of the possible ways your data will be retained:

- Adult treatment record: 8 years after last treatment
- Children's treatment record: Up to 25<sup>th</sup> Birthday or 26<sup>th</sup> if patient was 17 when treatment ended)
- Clinical audit: 8 years
- Records of phone call discussions (if deemed essential) or emails: 6 years (8 years if part of health record)
- Telephony record (date, time, number): 1 year
- Incident reports: 10-20 years based on severity
- Patient surveys: 1 year
- Patient information leaflets: 6 years
- Contracts & Invoices: 6 years
- Freedom of information requests or subject Access Requests: 3 years (6 years, if appealed)



- Complaints record or litigation records: 10 years

## Who we share information with

We will not share any personal data with third parties for the purposes of advertising, marketing or any service which is not directly related to the provision of your therapy or actioning of your requests.

As we have a legal responsibility to safely process and store your data, we have carefully researched our software providers to ensure that they meet the stringent GDPR regulations regarding personal data processing. Any patient information storage software, including email hosting and banking platforms are classified as data processors and are listed below.

Any documents requiring Microsoft services such as Word, which may include personal data, will be saved locally to a computer with up-to-date virus protection and swiftly uploaded to RehabGuru for storage. The original word files saved to the computer will then be deleted. They will not be uploaded to Microsoft cloud services. Therefore, Microsoft 365 is not listed below since it should not be processing your data.

## Data processors

RehabGuru - healthcare record-keeping platform, UK. Stores the personal data collected to create the legally necessary client file including: health documents, photos, contact information and treatment records.

IONOS - email & website hosting, UK & EU. IONOS webmail stores emails to/from clients which will include personal data. As far as we can tell, they do not access the content, therefore the transfer of such content to servers outside of the UK (Germany) is not a restricted transfer, as the content should not be accessed there. IONOS provide a data protection agreement (DPA) on the basis that Physio With Alice will process client's personal data via their services, viewable here:

[https://www.ionos.co.uk/help/fileadmin/pdf/en\\_GB/Datenschutz/Customer\\_DPA\\_UK.pdf](https://www.ionos.co.uk/help/fileadmin/pdf/en_GB/Datenschutz/Customer_DPA_UK.pdf)

IONOS uses SiteAnalytics for statistical evaluation and technical optimization of the website – all personal data is anonymized so that personal data is not processed. Our website uses SSL (Secure Sockets Layer) to protect your personal data by anonymizing and encrypting things like your location and name when accessing our website. This prevents your data being accessed by third parties (e.g. hackers).

Monzo - UK. Processes personal data for invoicing and payments for services. We will add your name to invoices via Monzo and send you an invoice that includes a payment link, via



Monzo services. Please let us know if you do not wish to use this payment link. You are responsible for your own selection of cookies when using Monzo services.

Apple, (Calls, Maps, Photos) – Ireland. Client photos will be taken as part of treatment with consent, on an iPhone which is not linked to a cloud. The images will be stored on the device prior to being transferred to the client file on RehabGuru. We endeavour to remove all images from the iPhone within 72 hours, to reduce the risk of data loss and the phone will be password protected. Apple Maps may be used for directions to your home – we will never save your name or another patient-identifiable data to the address. As far as we can see, Apple does not process the content of iMessages which have not been backed up to a cloud (so a cloud will not be used on this device) or the telephone numbers called.

Google LLC (Maps) – US. Your address is likely to be entered into Google maps for creating directions to your home. As far as we can tell, this information is only likely to be processed by google to check that their service is working as it should. We will never save your name or another patient-identifiable data to the address.

Hutchison 3G UK (Three) – UK. Telephone calls will be made using the Three service – as far as we can see, they will only process your telephone number to allow for accurate billing.

## Others we share personal information with

During your treatment, it may be necessary for multidisciplinary working which would require information sharing with other healthcare / social sector / educational professionals involved in your care. You may instruct us to complete reports and contact the relevant recipients directly. You may require equipment which involves sharing certain personal data for quotes, trials or orders. This section lists the range of people who may be involved in a coordinated physiotherapy treatment, but these may not all apply and they will only be contacted if it is directly relevant and beneficial to your care, or legally required. We may ask you for reviews to support our growth, but you will not be obliged to do so.

- Other health providers (e.g. GPs and consultants, wheelchair services)
- Charities and voluntary organisations (ReMap)
- Care providers (Nursing homes or care agencies)
- Organisations we need to share information with for safeguarding reasons
- Local authorities or councils
- Relevant regulatory authorities
- Publicly on our website, social media or other marketing and information media
- Suppliers and service providers
- Other relevant third parties:
  - Equipment suppliers including, but not limited to; Leckey, Jenx, Rifton



## Duty of confidentiality

We are subject to a common law duty of confidentiality. However, there are circumstances where we will share relevant health and care information. These are where:

- you've provided us with your consent (we have taken it as implied to provide you with care, or you have given it explicitly for other uses);
- we have a legal requirement (including court orders) to collect, share or use the data;
- on a case-by-case basis, the public interest to collect, share and use the data overrides the public interest served by protecting the duty of confidentiality (for example sharing information with the police to support the detection or prevention of serious crime);
- If in England or Wales – the requirements of The Health Service (Control of Patient Information) Regulations 2002 are satisfied; or
- If in Scotland – we have the authority to share provided by the Chief Medical Officer for Scotland, the Chief Executive of NHS Scotland, the Public Benefit and Privacy Panel for Health and Social Care or other similar governance and scrutiny process.

## Sharing information outside the UK

Where necessary, our data processors may share personal information outside of the UK. When doing so, they comply with the UK GDPR, making sure appropriate safeguards are in place. For further information or to obtain a copy of the appropriate safeguard for any of the transfers below, please contact us using the contact information provided above.

	<i>Apple</i>	<i>Google</i>	<i>Monzo</i>
<i>Category of recipient</i>	<i>Telephone &amp; storage device</i>	<i>Maps software provider</i>	<i>Banking app</i>
<i>Country the personal information is sent to</i>	<i>US</i>	<i>US</i>	<i>Mostly UK. Otherwise not specified</i>
<i>How the transfer complies with UK data protection law</i>	<i>Standard Contractual Clauses</i>	<i>UK Adequacy decisions, standard contractual clauses and the UK extension to the EU-US Data Protection Framework</i>	<i>From the website description* we can infer: UK Adequacy decisions, standard contractual clauses</i>
<i>More information available at:</i>	<a href="https://apple.com/legal/privacy/contact">apple.com/legal/privacy/contact</a>	<a href="https://policies.google.com/privacy/frameworks?hl=en-US?hl%3Den-GB">https://policies.google.com/privacy/frameworks?hl=en-US?hl%3Den-GB</a>	<a href="https://monzo.com/legal/privacy-notice/#where-we-store-or-send-your-data">https://monzo.com/legal/privacy-notice/#where-we-store-or-send-your-data</a>



*\*Website description "The UK Government has deemed the country or organisation to provide an adequate level of protection for personal data; or we've agreed specific contracts approved for use in the UK which give personal data the same protection it has in the UK."*

## How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice. If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

## Last Updated

Created 2 November 2024. Reviewed: 23 November 2024 This policy will be reviewed at least every 2 years, next review due: 2/11/2026