



## Moorland Veterinary Centre Ltd

(Registered in England & Wales.)

Company Number 10939788

Registered Office: St Luke's House, Vicarage Road, Leek, Staffs ST13 6AS

Tel: 01538 382129 Fax: 01538 382285

Email: [office@moorlandvet.co.uk](mailto:office@moorlandvet.co.uk)

Web: [www.moorlandvet.co.uk](http://www.moorlandvet.co.uk)



## Moorland Veterinary Centre Ltd Privacy Notice

Here at Moorland Veterinary Centre Ltd, we take your privacy seriously;  
please take the time to read and understand our Privacy Notice.

### Who we are

Moorland Veterinary Centre Ltd ("We") are Veterinary Surgeons based at St. Luke's House, Vicarage Road, Leek, Staffordshire, ST13 6AS. Our nominated representative for the purposes of data protection is Stephen Clancy MRCVS who can be contacted using the postal address given above or by email via [smclancy@moorlandvet.co.uk](mailto:smclancy@moorlandvet.co.uk). He will be the Data Controller for the purposes of the UK data protection regime.

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### Information we will collect about you

We may collect the following personal data about you (along with other non-personal data):

1. Identification Details e.g. Name.
2. Contact Details e.g. address, telephone number(s), email address;

We will ask you to confirm the accuracy of any data we hold on a regular basis. This will include confirming your ongoing consent to receiving marketing communications.



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## How we will use the Information about you and our lawful basis for doing so

We will use your personal data for the following purposes:

1. A contractual basis: to complete the contract between you the client, and us, the service provider.

2. Our legitimate business reason to provide you with our services.

For running campaigns highlighting disease issues that may affect your animal(s). These campaigns will also be covered by a Legitimate Interests Agreement (LIA), a copy of which is which is available on our website.

3. Because we have obtained your consent for marketing purposes.

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Where we are relying upon your consent, you have right to withdraw such consent at any time by emailing our data protection representative or informing a member of our reception staff orally or by email at: [reception@moorlandvet.co.uk](mailto:reception@moorlandvet.co.uk) .

We need your basic personal data in order to allow us to contact you as part of our service to you. The processing of your personal data may be necessary for the following reasons:

1/ It will be stored on our Practice Management computer System (PMS) to allow us to contact you.

2/ It will be processed if we submit samples from your animal(s) to an external laboratory.

3/ It will be processed if we refer your animal, it's x-ray or ultrasound images or laboratory results to a specialist veterinary centre.

4/ It may be used for financial or accountancy purposes.

You do not have to provide us with personal data we request but if you do not provide us with the required personal data we may not be able to provide the required services to you.



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## How we share your information

We may share your personal information with the following:

1. Our employees.
2. Laboratories
3. Specialist Referral Centres
4. Statutory Bodies such as the Animal & Plant Health Agency
5. Delivery Partners of APHA such as XLFarmcare Midlands and XLFarmcare North
5. Other bodies such as The Kennel Club
4. Solicitors
5. Accountants
6. Credit reference agencies
8. Credit enforcement agencies

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For further information on how your information is used, how we maintain the security of your information and your rights to access/alter and change information we hold about you, please contact [smclancy@moorlandvet.co.uk](mailto:smclancy@moorlandvet.co.uk).

## Marketing

From time to time, we may like to contact you by post, email, telephone and text with details of Products, Information, News and Competitions. We will only contact you in this way and for these purposes if you have given your consent. You may opt out at any time.



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### Where we store your personal data

We have a data protection regime in place to oversee the effective and secure processing of your personal data.

Your data is stored electronically on our server; our server is based in the UK. For the purposes of IT hosting and maintenance, your personal data may be transferred to servers within the European Union.

Paper-based records are kept in locked cabinets in secure office premises. All client files/data are backed up to ensure maximum security of confidential information is maintained.

### How long we keep your personal data

Your personal data will be stored for as long as you are an active client of the practice. <sup>4</sup>If you are no longer an active client of the practice, your information will be deleted after **7 Years**. You can apply to have your contact details deleted sooner by emailing our data protection representative.

Please note:

Financial information will be held for 7 years as part of our accounting procedures.

Information relating to Tuberculosis testing (TB) on cattle will be held for at least 3 Years and 60 days for compliance reasons.

The information used for marketing will be kept by us until you notify us that you no longer wish to appear on our marketing database.

If you would like more information on our data retention periods, please contact us at [smclancy@moorlandvet.co.uk](mailto:smclancy@moorlandvet.co.uk).



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## Website

### Measuring our visitors

We measure visitors to our website using Google Analytics. This records what pages you view within our site, how you arrived at our site and some basic information about your computer. All of that information is anonymous – so we don't know who you are; just that *somebody* visited our site.

The information we collect from analytics helps us understand what parts of our sites are doing well, how people arrive at our site and so on. Like most websites, we use this information to make our website better.

The retention period for data on Google Analytics is 26 months.

### Cookies

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Our website does not store any cookies.

## What are your rights?

As a Data Subject, you have the following rights:

1. The right to be informed.
2. The right of access: The right to request a copy of all personal data we hold about you. (a fee is not normally payable for these requests)
3. The right to request correction of personal data we hold about you if it is incorrect or incomplete.
4. The right to deletion of personal data we hold about you where there is no compelling reason for us to continue to hold it
5. The right to restrict our data processing activities
6. The right to data portability
7. The right to object to processing if the processing is direct marketing
8. The right not to be subjected to automated decision making.



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You also have the right to file a complaint with the ICO ([www.ico.org.uk](http://www.ico.org.uk)).

If you wish to raise a complaint on how we have handled your personal data, you can contact our Data Protection Manager, Stephen Clancy, who will investigate the matter.

Notice Completed By:                     Stephen M Clancy                    

Role:   Director  

Date:   07/01/2020  

Date of Review:   January 2021  

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