

# PRIVACY POLICY

This notice explains why Deborah Trafford Acupuncture and Reflexology collects your personal data and what I do with it, and to ensure that I am working in accordance with the Data Protection Act 2018, **General Data Protection Regulations (GDPR)**.

I want you to be absolutely confident that I am treating your personal information responsibly at all times. At various times during your interaction with Deborah Trafford Acupuncture and Reflexology you will be asked to provide personal information.

This document tells you what information I request and why I need it, what information is stored, and how I process it. By using this website, signing up to my newsletter or sending me an email you consent to the collection and use of information by Deborah Trafford Acupuncture and Reflexology.

## **Your rights and your personal data**

Unless subject to an exemption under the GDPR, you have certain rights with respect to your personal data:

- to see what personal data of yours I hold. I have a legal timescale of 30 days to respond to a request.
- to ask me to correct any factual errors or make changes to your contact details
- to request your personal data is erased where it is no longer necessary for me to retain such data.
- to be informed if your data is lost. We shall also inform the Information Commissioner's Office in accordance with the time limits in the GDPR.

For further details about these rights please see the Information Commissioner's website at <https://ico.org.uk/for-the-public/is-my-information-being-handled-correctly/>

## **Purpose of privacy notice**

The processing of personal data is governed by the General Data Protection Regulation (the GDPR) and gives rights to you as an individual and obligations to organisations holding your personal data.

You have the right to be informed about how and why I collect, use and store your data and the legal basis on which I use it.

Deborah Trafford is the data controller at Deborah Trafford Acupuncture and Reflexology. This means I decide how your personal data is processed and for what purposes.

This privacy notice applies to information from:

- patients;
- prospective patients;
- former patients;
- people who subscribe to my newsletters;
- visitors to my website;

## What is personal data?

Any information about you such as, and including, names, addresses, contact details, health history, family and lifestyle information, appointment details, treatment history etc.

## How do I process your data?

I comply with obligations under the GDPR by: keeping personal data up to date; by storing and destroying it securely; by protecting personal data from loss, misuse, unauthorised access and disclosure and by ensuring that appropriate technical measures are in place to protect personal data.

## The purpose of personal data

When you supply your personal details to me, when we communicate by email, and when I take notes in the clinic, this information is stored and processed for four reasons in line with the GDPR requirements:

1. I need to collect personal information about your health in order to provide you with the best possible treatment. Your request for treatment and my agreement to provide that care constitutes in law an (unwritten) **contract**.
2. I have a **legitimate interest** in collecting that information, so that I can use it to make a Chinese Medical diagnosis and formulate a treatment plan that is effective and safe for you.
3. I keep records of your contact information because it is important that I can contact you in order to confirm or change your appointments with me or to update you on matters related to your medical care. This constitutes **your legitimate interest**.
4. Provided I have your consent (and this only needs to be verbal consent), I may occasionally send you individualised health information by email in the form of articles or advice. You may withdraw this consent at any time – just let me know in writing by any convenient method.

## Clinical records

- Consent to treatment forms ensure that the patient is informed about treatments they might receive in the clinic and gives consent to treatment.
- Medical screening questionnaires are intended to gather information on specific signs of illness that might preclude a patient from entering the clinic or receiving treatment.
- Health questionnaires gather the medical and health history, signs and symptoms of the patient in order to differentiate and diagnose channel and organ imbalances for the purpose of formulating an individualised treatment plan that is safe and effective for the patient.

Information about relevant family history collected in the course of questioning the patient's medical and health history is kept confidential and treated as the patients' data.

### **Emails**

Your emails are stored in an online file within my email program, provided by Zen Internet and Webmail, which is password protected. This program has a very good track record in terms of security, and thus carries a low risk of being vulnerable to a security breach. Emails are not encrypted so security cannot be 100% guaranteed.

Some patients return a health questionnaire or tell me about their medical conditions and medication by email or online enquiry forms. It is your responsibility to ensure you use your personal email and not, for instance, a work email address which could be accessed by your employer. I am unable to send or receive encrypted emails so you should be aware that any emails I send or receive may not be protected in transit.

### **Storage and retention of your data**

I am required by law and in accordance with the British Acupuncture Code of Professional Conduct <https://www.acupuncture.org.uk/public-content/effective-practice/bacc-professional-codes.html> to keep patient records for a minimum period of 7 years. At the end of this period personal information held in paper form may be destroyed securely and any information held on a computer database may be deleted. Your data may be held indefinitely in order that I can provide you with the best possible care should you wish to see me at some future date. Any retained data continues to be subject to the same GDPR laws.

In the event that anything should happen to me which would render me unable to oversee your records, I will entrust the handling of my clinical records to another GDPR registered professional.

Your clinical records are stored on paper, in individual paper files, in a secure cabinet in my clinic which is part of my home.

### **Financial records**

My main computer is password protected and stores invoices and receipts of patients who pay by bank transfer or who need documents for the purpose of claiming from insurance companies. These documents record the name, address, treatment and costs. They are for my records and can be requested by the patient for the purpose of making an insurance claim.

I keep a permanent attendance register which records all appointments and payments for patients for tax purposes. And also, as evidence, in the event of a criminal prosecution, civil litigation, insurance claim or complaint to my regulatory body, the British Acupuncture Council.

Your data may be used to identify you for the purpose of making an insurance claim, referral to a registered general practitioner or other healthcare professional or in the event of an emergency.

I keep records of patients, visitors and staff involved in accidents or adverse events in the clinic in accordance with UK Health and Safety legislation including the Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (RIDDOR).

All data is held and used in accordance with the British Acupuncture Council's Code of Conduct and Guidelines for Safe Practice and Lockton's Insurance and to secure evidence in the event of a civil claim, criminal prosecution, insurance claim or complaint.

I am the only person who has access to your records, invoice files and emails. I will never share your information with anyone who does not have a legal right of access without your written consent. Verbal consent will be recorded in your clinic notes.

I want you to be absolutely confident that I am treating your personal data responsibly, and that I will do everything I can to make sure that the only people who can access that data have a genuine need to do so. In the case of my practice this would most likely apply in the situation of me needing to make a referral to another health professional.

Of course, if you feel that I am mishandling your personal data in some way, you have the right to complain. Please first raise your concern with me, as I hope very much I will be able to deal with any concerns you might have. However, you can also raise a concern directly with the Information Commissioner's Office on <https://ico.org.uk/concerns/>