



## Privacy Policy

This Privacy Policy ("Policy") explains how information about You (the data subject) is collected, used, and disclosed by your interactions with Us (the data controller). By consenting via our Consent Waiver, you accept the terms and conditions of this Policy. This Policy applies to information disclosed by you to us for the purposes of maintaining a contemporaneous and comprehensive medical file. We are not responsible for the content or privacy practices on any other website/third party service provider not operated by Us to which our site ([www.mcenteephysio.com](http://www.mcenteephysio.com)) links or that links to this Site.

We respect children's privacy. All communications and collection of relevant data of children under the age of 16 will be solely directed through their parent/guardian. If you are under the age of 16, please do not submit any personal information to Us, and rely on a parent or guardian to assist you.

### Information Collection

We can collect information from you, with your consent, directly in person, over the phone or via our online booking system.

#### Initial Consultation :

At your initial consultation we will seek the following :

Name, Date of Birth, Phone Number, Email address, Name of your GP/Consultant/Referring Physician/Past or Relevant Medical History

We will contact your GP/Consultant/Physician/Relevant Personnel only with your consent.

This information will only be used as outlined below :

Your details outlined above will only be used for the purposes of official correspondence as necessary between us, you and relevant medical personnel for medical reasons only and not for advertising purposes. With your consent we can forward relevant information to your personal trainer/coach/team manager, but ONLY with your prior consent.

Your details outlined above will be used for the purposes of communication between us and you, us and your GP/Referring Consultant (only with your consent) and to send on relevant medical details/educational information/exercise programmes and for creating, rescheduling or cancelling appointment bookings and/or injury progress updates and to wish you a happy birthday.

During appointment booking, you will be asked to provide Us with certain personal information, such as your name, postal address(es), phone number, email address, gender, GP name/contact details, relevant medical history, occupation (and job description as relevant to your presenting complaint) and how you heard about us. This information is required to help us provide you with the best possible service in order to resolve your complaint as early as possible.

Updated 24 May 2018

In addition, We may also ask you for your country of residence and/or your organisation's country of operation, so we can comply with applicable laws and regulations. These kinds of personal information may be required in some cases for billing purposes. If We encounter a problem in this regard at any stage your personal information may be used to contact you.

### **Information We Collect via our Website/Over the Phone :**

- Online Query – Name, Phone Number & Email
- Online Appointment Booking – Name, DOB, Email Address, Phone Number, Postal Address, and you also have the option of providing some brief background info re the nature of your injury if you so wish.
- Phone Booking : Name, DOB, Email Address, Phone Number, Postal Address, and you also have the option of providing some brief background info re the nature of your injury if you so wish. See “Offline Collection Use and Disclosure” below. We may contact you in advance of your appointment should we require further information relevant to your complaint, or should there be need to reschedule your appointment.
- Phone Query : Name and contact number/email address so we can call you back to discuss your query

All of the above information is stored securely on an encrypted database and used for the sole purpose of communication with you regarding your reason for making contact with us.

Squarespace, our website host uses cookies and similar technologies on our website to operate and secure our services and to optimise your experience on our website, to view their Cookie Policy please visit [www.squarespace.com](http://www.squarespace.com). On visiting [www.mcenteephysio.com](http://www.mcenteephysio.com) you are agreeing to accepting the Squarespace cookie policy.

## **Information Use and Disclosure**

### *Communications with You*

We may send you a service-related announcement on the rare occasions when it is necessary (for example, if we must temporarily suspend our service) Also, you may submit your email address for reasons such as to register for a contest or to sign up for email newsletters and special offers. If you submit your email address, We use it to deliver the information to you. We always permit you to unsubscribe or opt out of future emails.

### *External Use*

Except as otherwise set forth below, We do not sell, rent, trade, license or otherwise disclose your specific personal information or financial information to anyone.

We may disclose information to third parties (data processors) that perform specific functions on Our behalf (the data controllers), such as name, date of birth and email address to process and deliver your exercise programme to you via third party software. This will only be disclosed with your consent and we will only disclose the information that is necessary for them to perform their service.

Privacy Policies of all third party service providers that we work with can be found on their relevant websites.

Our website host : Squarespace

Exercise Prescription Software : Physitrack , HUDL Technique

Practice Management Software : Cliniko

Updated 24 May 2018

EPOS/Online Payments : BOIPA & Stripe

Email : G-Suite Business

Printing : HP

We may disclose personal information or financial information in response to requests from law enforcement officials conducting investigations; subpoenas; a court order; or if We are otherwise required to disclose such information by law. We also will release personal information where disclosure is necessary to protect our legal rights, enforce our Terms and Conditions or other agreements, or to protect ourselves or others.

### **Data Security**

We take reasonable measures, including administrative, technical, and physical safeguards, to protect information about you from loss, theft, misuse, unauthorized access, disclosure, alteration, and destruction. Computers and iPads are secure via password protected screen-lock, names are blanked out on the appointment schedule when visible to a patient, paperwork is stored in a secure cabinet until it is scanned to our secure cloud based system (Cliniko via Dropbox) and then shredded before being disposed of for recycling.

Over-the-phone payments are processed securely via Stripe whose Privacy Policy is available on their website.

### **Opt Out/Corrections**

Upon your request, We will (a) correct or update your personal information; (b) stop sending emails to your email address; and/or (c) disable your account to prevent any future correspondence. We are legally obliged by law to retain your medical records (info relating to your injury/medical complaint only) for 7years. You can make these requests by emailing Us at [info@mcenteephysio.com](mailto:info@mcenteephysio.com). Please do not email your credit-card number or other sensitive information.

### **Offline Collection Use and Disclosure**

We also may collect information via phone (such as your name, date of birth, phone number and/or email address) for the purposes of confirming or changing an appointment booking. We will treat any information collected in this manner that is consistent with this Policy. One example involves someone calling Us to book an appointment or to ask questions in relation to making an appointment/seeking advice re an injury. When someone calls, We will ask only for the personal information We need in order to book the appointment or to answer the question as outlined above. When We need to store information, We will enter it into our database which has multi-level encryption.

### **Updates to this Policy**

If We change or update this Privacy Policy, We will post changes and updates on Our website so that you will always be aware of what information We collect, use and disclose. We encourage you to review this Policy from time to time so you will know if the Privacy Policy has been changed or updated. If you have any questions about the Policy, please contact us at [info@mcenteephysio.com](mailto:info@mcenteephysio.com).

Data Controller : McEntee Performance Physio

Data Processor : Cliniko, Physitrack, Squarespace, BOIPA, Stripe, HP

Data Subject : You, the patient

For enquiries email : [info@mcenteephysio.com](mailto:info@mcenteephysio.com)