



## **Privacy and GDPR Policy**

### **Introduction**

Welcome to Merseyside Health. This privacy policy outlines how we collect, use and protect your personal information in accordance with the General Data Protection Regulation (GDPR).

Merseyside Health is committed to ensuring the privacy and security of your personal data.

### **Information Officer**

The Information Officer registered with the Information Commissioner's Office and responsible for overseeing data protection and GDPR compliance is:

Mr Ben Watkins  
(Clinical Lead and Director)  
Email: [ben.watkins@merseysidehealth.com](mailto:ben.watkins@merseysidehealth.com)

### **Personal Information We Collect**

We collect and process various types of personal information to provide our physiotherapy services and to comply with legal obligations. The types of personal data we may collect include, but are not limited to:

Name, address and contact details (phone number/email address)  
Date of birth  
Medical history and current health condition  
Insurance information  
Payment details  
Any relevant information necessary for providing physiotherapy services

### **How We Use Your Personal Information**

We use your personal information for the following purposes:

- a) **Providing Physiotherapy Services:** We process your data to administer physiotherapy treatments, create personalised treatment plans and maintain your health records.
- b) **Communication:** We may contact you to provide appointment reminders, share important updates and respond to your enquiries.
- c) **Payment Processing:** We process your payment information for billing purposes and to complete transactions related to our services.

- d) Legal Obligations: We may use your data to comply with legal and regulatory requirements, such as reporting adverse incidents or co-operating with authorities, if required.
- e) Marketing: With your explicit consent, we may use your contact information to send you marketing communications about our services and promotions.

## **Legal Basis for Data Processing**

We will only process your personal data when we have a valid legal basis to do so.

The legal bases for processing your data include:

- a) Contractual Necessity: Processing your data is necessary to fulfil our contractual obligations in providing physiotherapy services.
- b) Consent: We may process your data based on your explicit consent for specific purposes, such as sending marketing communications.
- c) Legal Compliance: In certain circumstances we may process your data to comply with legal obligations.
- d) Legitimate Interests: We may process your data based on our legitimate interests, provided that these interests do not override your rights and freedoms.

## **Data Sharing and Disclosure**

We do not sell, rent or trade your personal data with third parties for marketing purposes. However, we may share your information with the following entities:

- a) Healthcare Professionals: We may share your data with other healthcare professionals involved in your treatment, such as referrals to specialists.
- b) Business Partners: We may share your data with trusted business partners who provide services on our behalf, such as payment processors or IT service providers.
- c) Legal Requirements: We may disclose your data if required to do so by law or to protect our rights and safety, or the rights and safety of others.
- d) Your Consent: With your explicit consent, we may share your data with other third parties for specific purposes.

## **International Data Transfers**

We do not transfer your personal data outside the European Economic Area (EEA) unless adequate safeguards are in place to ensure the security and privacy of your information.

## **Data Retention**

We retain your personal data only for as long as necessary to fulfil the purposes for which it was collected, including any legal, accounting or reporting requirements.

## **Your Rights**

Under the GDPR, you have the following rights regarding your personal data:

- a) Right to Access: You have the right to request access to the personal data we hold about you.
- b) Right to Rectification: If your data is inaccurate or incomplete you have the right to request its correction.
- c) Right to Erasure: You can request the deletion of your personal data under certain circumstances.
- d) Right to Restrict Processing: You may request the limitation of data processing under specific conditions.
- e) Right to Data Portability: You can request the transfer of your data to another data controller in a structured, commonly used and machine-readable format.
- f) Right to Object: You have the right to object to the processing of your data in certain situations.
- g) Right to Withdraw Consent: If we process your data based on consent, you have the right to withdraw that consent at any time.

## **Data Security**

We implement appropriate technical and organisational measures to safeguard your personal data from unauthorised access, disclosure, alteration and destruction.

## **Changes to the Privacy Policy**

This privacy policy may be updated periodically to reflect changes in our data processing practices. Any significant changes will be communicated to you through appropriate channels.

## **Contact Us**

If you have any questions or concerns regarding your privacy, or this privacy policy, please contact us:

Merseyside Health  
Crosby Leisure Centre  
Mariners Road  
Crosby  
L23 6SX  
Email: [ben.watkins@merseysidehealth.com](mailto:ben.watkins@merseysidehealth.com)  
Phone: 0151 433 2459

Effective Date: 16<sup>th</sup> January 2024