



## Privacy Policy

### Introduction

This is Poynton Ear Care's (PEC) privacy notice. It ensures that any personal information that you give us, e.g., when you fill out a form or contact us, is kept confidentially to ensure your privacy is protected.

### How we handle your data

PEC is committed to processing data in accordance with its responsibilities under the EU General Data Protection Regulations (GDPR).

This means that your personal data shall be:

- processed lawfully
- fairly and in a transparent manner in relation to individuals
- collected for specified, explicit and legitimate purposes and not processed in a manner that is incompatible with those purposes
- adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed
- accurate and, where necessary, kept up to date; every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased or rectified without delay
- kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed

### How we process your data

If you decide to book an appointment, the information you provide on arrangement, including the consent and contra-indications form will be used to:

- determine if ear wax removal is suitable for you
- enable PEC to book you an appointment/home visit
- enable PEC to send you appointment reminders & service information

## Who we may need to share your data with

In order to provide our services, we may need to pass data to other healthcare professionals including your GP but only with your express permission. Practices have robust data protection policies of their own. Your data will be managed in-keeping with their own Privacy Policies, which may be different from this one but will still be in accordance with the GDPR.

## Your rights

PEC is committed to ensuring that your privacy is protected. Only the information that we collect about you lawfully in accordance with the GDPR.

We may change this policy from time to time by updating this document.

At all times this information is protected in a manner fully in-keeping with the GDPR.

You have the right at any time to request from PEC:

- What personal data are being processed
- The purposes for which the personal data are being processed
- Who, if anyone, the personal data are disclosed to
- The right to request the deletion of all data we hold about you

## Client Disclaimer

The health information on this website is intended for use solely by clients that use PEC. You should consult a qualified healthcare professional such as your GP, if you have any questions or queries about your own ear health.

While every effort has been made to ensure that the information contained on this website is correct and up-to-date, this cannot be guaranteed. PEC cannot be held responsible for harm, loss or damage resulting from inaccuracies in this website, or actions taken by persons in response to reading information on this website. PEC reserves the right to change content on its site at any time without notice.

## Permitted Use

As a visitor to our site, you are allowed to access published materials (content) subject to these terms. By using the website, you agree to be bound by the terms of use. Images, logos and graphics used on this site are owned by us. These must not be used without obtaining permission from the copyright owner. You acknowledge that all intellectual property rights relating to this website belong to PEC.

## Virus Protection

We make every effort to check and test material for viruses on our website. However, its best practice to run an anti-virus programme on all materials downloaded from the internet. We cannot accept responsibility for any loss, disruption or damage to your data or computer system which may occur whilst using material derived from this website.