

Privacy Policy:

At Silver Elephant Therapies, your privacy is valued so this privacy notice provides you with the details of how I collect and process your personal data when you visit the treatment room.

Silver Elephant Therapies is committed to protecting the privacy of my clients and users of the website. I want to provide a safe and secure user experience. I will ensure that the information you submit to me, or which I collect, via various channels (including our website, through written correspondence (including e-mail), is only used for the purposes set out in this policy.

Personal data means any information capable of identifying an individual.

Purpose of Collection of Data:

1. Your name, address, telephone number and email address may be used to make and rearrange appointments.
2. Your date of birth may be used to help identify patients with the same name.
3. You're presenting complaint and symptoms, reported by you are used for the purpose of, formulating the best treatment plan.
4. Any relevant medical history you have reported is used to ensure a safe and effective treatment plan.
5. A permanent attendance register is kept which records all appointments for clients attending the clinic to keep a record of when you were treated for tax purposes and to secure potential evidence in the event of a complaint or any insurance claim.
6. Communication data, is processed for the purposes of communicating with you, for record keeping and for the establishment, pursuance or defence of legal claims. Our lawful ground for this processing is our legitimate interests which are to reply to communications sent to us, to keep records and to establish pursue or defend any legal claims.
7. Marketing data including data about your preferences in receiving marketing from ME and your communication preferences. I process this data to enable you to partake in promotions such as competitions, prize draws, vouchers and free give-aways, to deliver relevant website and social media content and advertisements to you and measure or understand the effectiveness of this advertising. Our lawful ground for this processing is our legitimate interests which in this case are to study customer treatment preferences and to grow the business and to decide on our marketing

strategy.

8. Technical data that includes data about your use of our website, length of visit to pages on our website, page views and navigation paths, details about the number of times you use our website, social media sites, time zone settings and other technology on the devices you use to access our website is captured by an analytics tracking system which is operated by our Web Hosting provider and all captured data related to our website is held by them on their servers. We have access to a limited subset of this data to enable us to analyse the general use of our website, in order to deliver relevant and effective website content and advertisement. See link also to Hosting Irelands Privacy Policy if you need further information.

<https://www.hostingireland.ie/privacy-policy.php> The lawful ground for this processing is my legitimate interest, which in this case are to enable me to administer the website and business and to grow the business and decide on a marketing strategy.

Data Processing:

I comply with the obligations under the GDPR by keeping personal data upto-date; by storing and destroying it securely; by not collecting or retaining excessive amounts of data and by protecting personal data from loss, misuse, unauthorised access and disclosure.

Storage:

All Clinical notes are stored on paper and kept in a secure and locked location in the treatment room.

Retention Period:

Your data will not be held longer than is necessary in accordance with legal obligations and business functions.

Your Rights:

You have the right to:

- Information about the processing of your personal data.
- Obtain access to the personal data held about you.
- Ask for incorrect, inaccurate or incomplete personal data to be corrected;
- Lodge a complaint with Data Protection Commission;
- Withdraw consent at any time;

Complete list of rights are detailed on the European Commission website:
https://ec.europa.eu/info/law/law-topic/data-protection/reform/rightscitizens/my-rights_en