

Privacy Notice

Stronglines is committed to protecting your personal data and privacy. This notice explains how, when and why we collect personal information and how we use it and keep it secure, in compliance with applicable data protection laws, in particular the General Data Protection Regulation.

Who is collecting your personal data?

Stronglines is the trading name of Strong Lines Physiotherapy Ltd., registered in England, No: 9855326. Our registered address is Nene Court, The Embankment, Wellingborough, NN8 1LD and phone number is 01933 228 520. For general enquiries, please email info@stronglines.co.uk.

What information is being collected, when, and what's our legal basis for doing so?

Face-to-face:

The majority of data we hold is collected from you, in person, at your first appointment and via the form we give you. We collect your name and contact details to register you as a new patient and email tailored exercises to you after each session. Our legal grounds for processing this data is to carry out the contractual obligation to provide our service to you.

We also collect sensitive personal data (your medical history) for the purposes of providing our physiotherapy services to you. Occasionally this also involves obtaining further medical information from your GP or other medical professionals. The legal ground of processing this data is your explicit consent which is obtained when we collect the data.

We collect your mobile phone number in order to send you appointment confirmations reminders, and we process this on the legal basis of our legitimate interests.

We like to be able to keep you up to date with our services and send you marketing communications, but we will always ask for your consent to send these communications, and you are able to change your preferences or unsubscribe at any time.

Website:

When you make an enquiry via our website, your contact details are stored on our email system, and processed under our contractual obligation to deal with your enquiry.

When you register to book an appointment online, we collect your name and contact details in order to fulfil our contractual obligation to book that appointment on our system for you.

Who will it be shared with?

We do not sell or rent your data to any third parties for marketing purposes.

Where relevant, we will be required to share your data with your private medical insurance company in accordance with their specific requirements in order to have your claim processed, and collect monies owed for treatment.

We also share data with third parties who, in accordance with our processor service agreements, provide specific services to Stronglines. These include our patient management database provider, online booking provider and IT services, to ensure we can provide services to you. We also share selected data with HMRC & professionals (accountants, lawyers etc.) as is legally required. We ensure that all precautions are taken to protect your data and require all third parties to respect the security & confidentiality of your data, and to treat it in accordance with the law.

Where appropriate, we will share your data with other medical professionals for the purposes of referrals or further investigations, but this will always be done with your explicit consent, unless there is a legal obligation to share such information.

How do we store your data?

We store all personal data on our secure patient database that is password protected, and is

backed up to an encrypted, password protected cloud storage system. We take all reasonable steps to protect your personal data from unauthorised access, loss or destruction.

Where a paper registration form is filled out at your first appointment, this is scanned and added to your patient file on our database and securely destroyed.

How long will your data be kept for?

Your contact data will be kept securely for 5 years from your last visit. In some instances we may be required to store reduced personal data for 7 years (in relation to HMRC) to meet our legal obligation, but we will minimise the data we hold as appropriate.

In relation of marketing communications, you will be removed from our marketing database after 3 years from your last appointment, or until you ask for it to be removed, whichever is sooner.

How you can access and update your information

You are able to view the data we hold on you at any time by contacting 01933 228 520 or email info@stronglines.co.uk.

We are committed to ensuring the accuracy of your information, and regularly check the details we have are correct. If you change any details that we hold, please notify us at your next appointment or by email info@stronglines.co.uk.

Your choices

You have the right to decide whether or not you want to receive marketing information from us. If you do not wish to receive communications, please inform us during your appointment or unselect this option on your online account.

All marketing communications from us will always have a clear and easy way to unsubscribe.

If you would like us to delete all contact information we hold, please contact info@stronglines.co.uk.

If you want to complain about communications you receive from us, you can email info@stronglines.co.uk or call 01933 228 520.

If you are still unhappy, or think that we have misused your data, you can also complain to the Information Commissioner's Office at any time.

This policy was updated on 29 May 2019.