

## Department of Small Animal Clinical Science – Privacy Notice

### Introduction

The University of Liverpool, Department of Small Animal Clinical Science respects your right to privacy. This Privacy Notice explains in detail the types of personal information we may collect about you when you interact with us, whether this be as an animal owner, referring Veterinary Surgeon or other paraprofessional (all referred to hereinafter as 'client'). It will also explain how we may combine or share data across other departments of the University of Liverpool for our mutual interest. How your information is stored, how we keep it safe and how you can exercise your privacy rights are also explained.

### What data we may hold, and why we need it

We collect the names, addresses and other relevant contact details (including email) of our clients for the purposes of delivering the services requested of us. We do not however, hold any data that is recognised as 'Special Category Data' as determined by the Information Commissioners Office (ICO). All data collected is provided to us on a voluntary basis from the client in question.

The reasons we may need your details are, but are not limited to:

#### *Animal Owners:*

- Provide the necessary routine or emergency care of your animal, including follow-up correspondence
- Provide you with reminders for forthcoming required treatments or appointments
- Provide you with marketing information that is informative and beneficial to you and your animal's welfare
- Provide you with invoices, statements and other financial correspondence
- To inform you of current research projects that may be of interest to you, and which you may wish to contribute to

#### *Referring Veterinary Surgeons:*

- Enable us to keep you informed about referred animals
- Enable us to inform you of follow up treatments, any aftercare plans or other follow-up correspondence required for referred animals
- Inform you of, or invite you to educational, promotional or other professional events
- Inform you of current research projects that may be of interest to you, and which you may wish to contribute to in a professional capacity

#### *Paraprofessionals*

- To ensure a professional relationship is maintained for the benefit of both parties
- To ensure the highest standard of service to mutual clients
- Inform you of, or invite you to educational, promotional or other professional events
- Inform you of current research projects that may be of interest to you, and which you may wish to contribute to in a professional capacity

## **How we may share your data**

We use your data primarily to enable us to deliver our contractual obligation to you to the best of our ability, i.e. provide veterinary treatment to the animals that are under our care.

On occasions, we may be required to share your data with other departments within the University of Liverpool. This may be for the purposes of IT support, wider university data analysis or the mutual interest of another department.

We may however be required to share your data with organisations outside of the University of Liverpool on a 'Legitimate Interest' basis. For example, we may share your details with other referral centres, laboratories or insurance companies.

## **How your data is stored**

All data stored is hosted on secure servers located within the University of Liverpool. We have local and wider data protection policies in place to oversee the effective and secure hosting of our IT systems. Data can only be accessed by University staff members. Any data breaches will be immediately reported to the ICO

## **How long we keep you data**

We retain personal information we collect from you for as long as we have an ongoing legitimate business need to do so (for example, to provide you with a veterinary or professional service you have requested). If that need ceases, under the University's Records Retention Schedule, your details will be retained for 7 years.

## **Your privacy rights**

If you wish to access, correct, update or request deletion of your personal information, you can do so at any time by contacting us.

You also have the right to data portability, so we will transfer your data to another nominated party at your request.

If you wish to raise a complaint about how we have collected, stored or shared your personal data, you can contact us to have the matter investigated. If you are not satisfied with our response, and believe that we have not handled your data in accordance with the General Data Protection Regulations, you may wish to contact the Information Commissioner's Office

<http://ico.org.uk>