Privacy & GDPR Policy – Holland Chiropractic

# Effective Date

1/6/2025

# Last Updated

5/5/2025

# Who We Are

Holland Chiropractic is a chiropractic clinic based in the UK. We are a Data Controller under UK GDPR and are responsible for the personal data we collect from you.

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Holland Chiropractic Ltd

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# What Personal Data We Collect

We may collect and process the following categories of personal data:  
- Identity data: name, date of birth, gender  
- Contact data: address, phone number, email  
- Health data: medical history, treatment details, test results  
- Financial data: payment information (processed securely)  
- Appointment history and communications with us

Health information is considered special category data and is treated with the highest level of protection.

# Lawful Basis for Processing

We process your data under the following legal bases:  
- Consent – when you give clear permission for us to process your data (e.g., marketing communications)  
- Contract – when processing is necessary for the provision of care or services  
- Legal obligation – to comply with applicable laws and regulations  
- Legitimate interest – for managing clinic operations, ensuring patient safety, or improving services

# How We Use Your Data

We use your personal data to:  
- Provide safe and effective chiropractic care  
- Maintain accurate medical and appointment records  
- Communicate with you regarding your care  
- Manage billing, payments, and insurance (if applicable)  
- Comply with legal and regulatory obligations

We will not use your data for any automated decision-making or profiling.

# Sharing Your Data

We only share your data when necessary and with trusted third parties, including:  
- Other healthcare professionals (with your consent)  
- IT and practice management software providers (under data processing agreements)  
- Legal, regulatory, or governmental bodies (when required by law)

We do not sell or rent your personal data to third parties.

# How We Store and Protect Your Data

Your data is stored securely, using:  
- Encrypted digital systems with secure login  
- Locked filing systems for paper records  
- Regular data audits and restricted access for authorised personnel only

We retain your records for the legally required period (e.g., 8 years after your last visit or until a child patient turns 25), after which they are safely deleted or destroyed.

# Your Data Protection Rights

Under UK GDPR, you have the right to:  
- Access your personal data  
- Request correction of inaccurate data  
- Request deletion ("right to be forgotten") where applicable  
- Object to or restrict processing in certain circumstances  
- Request a copy of your data in a portable format  
- Withdraw consent (where applicable)

To exercise your rights, please contact us using the details above.

# Cookies and Website Use

If our website uses cookies or analytics tools, we will display a clear cookie notice and request your consent.

# How to Complain

If you have concerns about how we handle your data, please contact us first. If you’re not satisfied, you can lodge a complaint with the Information Commissioner's Office (ICO):

www.ico.org.uk  
Tel: 0303 123 1113

# Change of details

It is important that you tell the person treating you if any of your details such as your name or address have changed or if any of your details such as date of birth is incorrect in order for us to correct it.

Notification & Data Controller

Charlotte Holland is registered with the ICO Information Commissioner’s Office as the Data Controller for Holland Chiropractic Ltd.

# Updates to This Policy

We may update this Privacy Policy from time to time. The latest version will always be available on our website or by request.