

## **PRO-FORM PHYSIO & FITNESS LTD PRIVACY POLICY**

At Pro-Form Physio & Fitness, we're committed to protecting and respecting your privacy.

Since May 2018, the EU General Data Protection Regulation ((EU) 2016/679) (GDPR) replaced the Data protection regime established in 1998. This new regulation supplements the Data Protection Act 2018. This Privacy Policy is incorporated into our "Terms and Conditions" and applies to information obtained by us through your use of the information, software, services and products made available through this website.

This privacy policy is between you as the user of this website and Pro-Form Physio & Fitness Ltd, the owner and provider of this website. The policy applies to our use of all data collected by us or provided by you in relation to your use of this website. This Policy tells you how we use personal information collected on our website and in our clinics.

In this privacy policy unless the context requires a different interpretation, the singular includes the plural and vice versa. Reference to a person includes firms, companies, government entities, trusts and partnerships. Reference to "including" is understood to mean "including without limitation". Reference to any statutory provision includes any modification or amendment of it.

We may change this Policy from time to time so please check this page occasionally to ensure that you're happy with any changes. By using our website, you're agreeing to be bound by this Policy.

## **How do we collect information from you?**

We obtain information about you when you use our website, for example, when you contact us about our services, when you use any forms on our website and when you register as a patient with us.

## **What type of information is collected from you?**

The personal information we collect includes your name, address, email address, IP address, and information regarding what pages are accessed and how you've interacted with the site. If you make a payment online your card information is not held by us, it is collected by our third-party payment processors, who specialise in the secure online capture and processing of credit/debit card transactions.

## **How is your information used?**

- To provide and complete services between yourself and Pro-Form Physio & Fitness Ltd, and that of your insurance provider if necessary.
- To refer you onto a Consultant, where you have given your consent.
- To notify you about changes to our Service.
- To provide customer support.
- To gather analysis or valuable information so that we can improve our Service.
- To monitor the usage of our Service.
- To detect, prevent and address technical issues.
- To provide you with news, service information, offers and general information about our services that we offer like the ones you have purchased or enquired about unless you have opted out of receiving such information.

We will hold your personal information for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your

Personal Data to the extent necessary in accordance with your insurance policy and Medical Data protection regulations.

### **Who will have access to your information?**

- At Pro-Form Physio & Fitness we will not sell or rent your information to third parties.
- We will not share your information with third parties for marketing purposes.

Pro-Form Physio & Fitness has a debt recovery process in place whereby we appoint a third party to act on our behalf: only relevant information will be shared pertaining to your appointment dates and outstanding amount. We will also share your contact details, so they are able to get in touch with you.

If any of your details change then please contact us directly on [info@proformphysiofitness.co.uk](mailto:info@proformphysiofitness.co.uk).

### **‘Website Cookies’**

Like many other websites, the Pro-Form Physio & Fitness website uses cookies. ‘Cookies’ are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. This helps us to improve our website and deliver a better more personalised service.

It is possible to switch off cookies by setting your browser preferences. For more information on how to switch off cookies on your computer, visit our full cookies policy. Turning cookies off may result in a loss of functionality when using our website.

## Data Security

The security of your data is important to us, your personally identifiable information is kept secure. Only authorised employees, agents and contractors (who have agreed to keep information secure and confidential) have access to this information.

Pro-Form Physio & Fitness is also registered for data protection at the ICO UK Independent Authority which upholds information rights in the public interest and data privacy for individuals.

All marketing emails from Pro-Form Physio & Fitness will allow you to opt out of further mailings.

We store personal information on secure servers that are managed by us and our service providers, and occasionally hard copy files that are kept in a secure location in the EU.

Personal information that we store or transmit is protected by security and access controls, including username and password authentication, two-factor authentication, and data encryption where appropriate.

If you have any questions, concerns, or comments about our privacy policy you may contact us via email at: [info@proformphysiofitness.co.uk](mailto:info@proformphysiofitness.co.uk).

## Legal Information

By accessing [proformphysiofitness.co.uk](http://proformphysiofitness.co.uk) or any content found on this web site, you are deemed to have entered into an agreement with Pro-Form Physio & Fitness Ltd and to have agreed to be bound by the terms set out below. The web site is owned and operated by Pro-Form Physio & Fitness Ltd.

## **Intellectual Property**

The contents, design and underlying code of this web site are always the intellectual property of Pro-Form Physio & Fitness Ltd . You may not use or reproduce or allow anyone to use or reproduce the content on this web site for any reason without written permission from Pro-Form Physio & Fitness Ltd.

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Any use of this website's content not specifically permitted above is prohibited.

## **Termination**

Pro-Form Physio & Fitness Ltd may terminate or suspend your access to all or part of this web site with or without cause by delivering notice to you.

## **Changes to the Site**

Pro-Form Physio & Fitness Ltd reserves the right to suspend, change, modify, add or remove portions of this web site at any time and to restrict the use and accessibility of the web site.

## **Disclaimer of Liability & Indemnity**

Pro-Form Physio & Fitness Ltd makes no warranty concerning the content, products and services available on this web site. In no event will Pro-Form Physio & Fitness Ltd or its suppliers be liable for direct, special, incidental, or consequential damages (including, without

limitation, damages for loss of business profits, business interruption, loss of business information or other pecuniary loss) arising directly or indirectly from the use of (or failure to use) or reliance on this web site. Pro-Form Physio & Fitness Ltd does not guarantee the accuracy, content, or timeliness of the products and services available on this web site.

### **Force Majeure**

Pro-Form Physio & Fitness Ltd and its suppliers will not be liable for any delay or failure in performance or interruption of the delivery of the content on this web site resulting directly or indirectly from any cause or circumstance beyond its or their reasonable control, including but not limited to failure of electronic or mechanical equipment or communication lines, telephone or other interconnect problems, computer viruses, unauthorised access, theft, operator errors, severe weather, earthquakes or natural disasters, strikes or other labour problems, wars, or governmental restrictions.

### **Governing Law & Authority**

This legal policy is governed by English law. The parties agree that the courts of England shall have exclusive jurisdiction to settle any dispute which may arise out of, under, or in connection with these Terms or the legal relationship established by them, and for those purposes irrevocably submit all disputes to the jurisdiction of the English courts.

For the exclusive benefit of Pro-Form Physio & Fitness Limited, We shall retain the right to bring proceedings as to the substance of the matter in the courts of the country of your residence or, where these terms are entered into in the course of your trade or profession, the country of your principal place of business.

## Governing Body

All our Physios are registered with the Health & Care Professions Council, and members of the Chartered Society of Physiotherapy.

## Registered Company Details

Pro-Form Physio & Fitness Ltd is a limited company registered in England and Wales. RegNo. 09808752. Registered Office: 9 Sunmarsh Way, Gravesend, DA12 2FE.

## Definitions and Interpretation

**Data** – Collectively all information that you submit to **Pro-Form Physio & Fitness** via the website. This definition incorporates, where applicable, the definitions provided in the **Data Protection Laws**.

**Cookies** – A small text file placed on your computer by this website when you visit certain parts of the website. Details of the cookies used by this website are set out in the clause below – “Cookies”.

**Data Protection Laws** – any applicable law relating to the processing of personal Data, including but not limited to the **(Data Protection Directive)** or the **GDPR**, and any national implementing laws, regulations and secondary legislation.

**GDPR** – the **General Data Protection Regulation (EU) 2016/679**;

**You or User** – any third party that accesses the website and is not either employed by Pro-Form Physio & Fitness Ltd and acting in the course of their employment or engaged as a consultant or otherwise providing services to Pro-Form Physio & Fitness Ltd and accessing the website in connection with the provision of such services.

**Website** – the website you are currently using - <https://www.proformphysiofitness.co.uk> and any sub domains of this site unless expressly excluded by their own terms and conditions.