



PRIVACY POLICY

Because management of confidential data is fundamental to the work of clinicians, it is important that you as patient knows how we, **essexears.com**, comply with the GDPR (May 2018) regulations. This deals with consent and the transmission and storage of data to fulfil our legal requirement to protect patient privacy.

This Privacy Policy explains what data we collect, why we collect it, how we store it and what we do with it. It also explains your rights in respect of that data.

We keep this privacy policy under regular review. This version was last updated on 1st March 2020.

RELEVANT LEGISLATION

We ensure that the way we work and the services we provide to you, including this website, are designed to comply with Data Protection Legislation. This refers to all applicable privacy and data protection laws including (i) the General Data Protection Regulation ((EU) 2016/679), the Data Protection Act 2018 (GDPR May 2018) and any further or additional national implementing laws, regulations and secondary legislation relating to the processing of Personal Data and the privacy of electronic communication.

WHO WE ARE

essexears.com is an unincorporated private provider of aural care and GP led ENT primary care services. The principal is Dr Teresa Uscategui-Florez. We do not receive any sponsorship or funding for the provision of our services.

WHAT PERSONAL INFORMATION WE COLLECT

We endeavour only to collect information that is strictly necessary for the provision of our services.

We understand any data collected about you by us is sensitive and confidential, so we deal with it accordingly. It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

WHEN PERSONAL INFORMATION IS COLLECTED

We gather personal information about you when the you or your carer/relative completes the medical details, consent and feedback forms.

During your first visit and registration with us, we make you aware of the purpose of gathering your personal information and how we intend to use it and store it.

WHY WE COLLECT PERSONAL INFORMATION FROM YOU & HOW WE USE IT

We collect personal information about you to gain essential knowledge about your ear's health and your general health which helps us assess your medical needs and deliver any treatment needed in a safe environment with high standards of care.

We do not intend to share your data with any third parties nor to sell it to other firms or enterprises. We will seek your consent before using your personal information for any other purpose.

HOW LONG WE STORE INFORMATION AND HOW WE STORE IT

We take steps to ensure all information is safe and secure and complies with data protection legislation. Any personal information that is requested and collected directly by us that can identify you as an individual (such as full name, address, date of birth, contact information and medical history) will be kept safe and confidential.

Although we cannot fully guarantee the security of any information transmitted to us, we enforce strict procedures and security features to protect all information and prevent unauthorised access.

When we no longer need to retain personal information, we will ensure it is securely deleted and destroyed at the appropriate time, unless a person provides consent for us to retain it for a further period. In any event, we only hold personal information for a period of 5 years as an appropriate length of time, after which we will contact you for consent to continue holding it or alternatively we will destroy the data.

ELECTRONIC DATA & WEBSITE

1. *Analytics*

We will not pass on any data gathered by us directly to third parties.

However, we cannot control any data that comes to us via a third party which you may have used. That third-party may have its own analytical tools and services to help measure traffic and usage trends for the services. These tools may collect information sent by your browser or mobile device, including the pages you visit and other information.

2. *Automated technologies*

At present, we do not receive any information about you from third parties.

However, if you access our website or service through a third-party connection or log-in such as through Facebook Connect, by "following," "liking," or linking your account to our website, etc., that third party may share certain information about you with the other organisations after you have finished the use of those third-party connections.

It is advisable you review, and if necessary, adjust your privacy settings on third-party websites and services before linking or connecting them to third parties. You may also unlink your third-party account from the services by adjusting your settings on the third party service.

3. *Cookies*

At present we do not use any cookies and/or other similar technologies such as tracking GIFs, either alone or in combination when you visit our website.

For further information about GDPR, please visit the ICO (Information Commissioner Office)website .