

## **Privacy Policy**

**Effective Date:** 28th August 2024.

### **Introduction**

Bristol Ear Health Ltd ("we," "us," or "our") is committed to protecting your privacy. This Privacy Policy outlines how we collect, use, and disclose your personal information when you visit our website "www.bristolearhealth.co.uk" or use our services. By using our website or our services, you consent to the practices described in this privacy policy.

**1. Personal Information:** We may collect personal information from you when you interact with our Website or services, such as:

- 1.1 Name.
- 1.2 Date of Birth.
- 1.3 Email address.
- 1.4 Telephone number (home or mobile).
- 1.5 Home address.
- 1.6 Details of additional friends or family names should you enquire/book on their behalf.
- 1.7 Health data linked to specific services we offer.
- 1.8 Other information you voluntarily provide (e.g., through contact forms, surveys).

Where by you provide us with this information, you're doing so on your own behalf. If you're providing details of another person, you must have their consent to do so.

As part of some of our services, we require some additional health information to be submitted via our consent form. This data is specific to ear related health conditions and conditions that are relevant to the services we offer. We also require information regarding some of the medications you take. This information is only used to make sure your suitable for the service you have booked. You have the right to refuse to provide us with this information but be aware this will likely result in Bristol Ear Health Ltd refusing to provide any treatment for you.

### **Website Data Collection**

We may automatically collect non-personal information about your interactions with our website, including:

- 1.9 IP address.
- 1.10 Browser type and version.
- 1.11 Operating system.
- 1.12 Pages visited.
- 1.13 Referring website.
- 1.14 Date and time of visits.

This information is collected by our website hosting platform “Wix.com”. Wix.com may have additional privacy settings not mentioned in our privacy policy. It is your responsibility to check these privacy settings via the “Wix” website found here; <https://www.wix.com/about/privacy>

## **2. Why We Collect Your Information.**

We collect your personal information & non-personal information for the following purposes:

- 2.1 To provide and improve our website and services.
- 2.2 To respond to your inquiries and requests.
- 2.3 To send you marketing communications (if you have consented).
- 2.4 To personalise your experience on our website.
- 2.5 To analyse website usage and trends to help improve our website and user experience. This is done via third parties such as [wix.com](https://www.wix.com) & Google Analytics.
- 2.6 To comply with legal requirements.

## **3. How do we store this information.**

Our company website is hosted on the "[wix.com](https://www.wix.com)" platform. "[wix.com](https://www.wix.com)" provides us with a platform that allows us to promote and sell our services to you. The data you provide, allows you to use our website or to enquire / book one of our services. This may be stored on the [wix.com](https://www.wix.com) databases. These databases are stored on secure servers, behind a firewall.

We also use "Powerdiary" as a third party clinic management and booking platform. "Power diary" stores your personal data as mentioned in section 1. However, these details are only visible to us "Bristol Ear Health Ltd" and are encrypted on their platform. They are certified under ISO 27001 & GDPR.

The data we store on “Powerdiary” is only accessible by those employed by Bristol Ear Health Ltd and are contracted under strict confidential rules.

The type of information stored on our “Powerdiary” platform include;

1. Personal information - name, date of birth, home address, telephone number, email address, additional family/friends data (if supplied by you), health data supplied by you via our consent form
2. Medical treatment information - Information regarding any treatment you have had with us.

At any time this information can be removed from both our systems ([wix.com](https://www.wix.com) and Powerdiary). To do this you must do so in writing via email. Please send to; [info@bristolearhealth.co.uk](mailto:info@bristolearhealth.co.uk)

Please be aware that if you do not consent to us processing your information, it may stop you from being able to undertake any treatment with us.

#### **4. Disclosure of Your Information**

Your personal information is only shared and stored with the companies mentioned above.

We do not share your personal data with any other third party.

#### **5. Your Rights**

You have certain rights regarding your personal information, including the right to:

- 5.1 Access and rectify your personal information.
- 5.2 Object to the processing of your personal information.

- 5.3 Request the erasure of your personal information.
- 5.4 Restrict the processing of your personal information.
- 5.5 Data portability.

To exercise your rights, please contact us at [info@bristolearhealth.co.uk](mailto:info@bristolearhealth.co.uk).

## **6. Data Security**

We implement reasonable security measures to protect your personal information from unauthorised access, disclosure, alteration, and destruction. However, no method of transmission over the internet or electronic storage is 100% secure.

As part of our data security measures, our domain name "bristolearhealth.co.uk" is protected by Wix private registration measures. This allows us to keep our personal information in WHOIS private. By using this measure all our personal details are replaced with Wix's details and are not disclosed in public WHOIS databases. It also helps to safeguard our domain against;

- Identity Theft
- Unwanted Solicitations
- Domain Hijacking.

Only in the circumstance of applicable law, does private registration not protect the domain name or its details.

Our clinic management software hosted by "Powerdiary" is fully encrypted and held on secure servers.

## **Updates to this Privacy Policy**

We may update this Privacy Policy from time to time. We will notify you of any material changes by posting a notice on our website or by contacting you directly.

## **Contact Us**

If you have any questions about this privacy policy or our privacy practices, please contact us at:

Bristol Ear Health Ltd

Email: [info@bristolearhealth.co.uk](mailto:info@bristolearhealth.co.uk)

Telephone: [0117 990 2796](tel:01179902796)

Website: [www.bristolearhealth.co.uk](http://www.bristolearhealth.co.uk)