



PRIVACY POLICY

Last Updated: 21.08.2026 // Effective Date: 21.08.2026

1. INTRODUCTION

Shoreline Physiotherapy is committed to protecting your privacy and ensuring you have a positive experience on our service. This policy explains how we collect, use, disclose, and safeguard your information.

Data Controller: Shoreline Physiotherapy, Queenford Lakes, Burcot Lane, Berinsfield, OXON, OX10 7PQ

2. INFORMATION WE COLLECT

We collect information in the following ways:

2.1 Information You Provide Directly:

- Full name, date of birth, contact details
- Address and emergency contact information
- Medical history and health conditions
- Payment details
- Communication preferences
- Appointment preferences

2.2 Information Collected During Treatment:

- Clinical notes and observations
- Photographs (with consent)
- Progress records and assessments
- Treatment outcomes and responses

2.3 Automatically Collected Information:

- Appointment booking system data
- Website analytics
- Communication records (emails, texts)

3. LEGAL BASIS FOR PROCESSING

We process your personal data under the following legal bases:

- Consent: Where you have explicitly consented

- Contract: Where necessary to provide physiotherapy services
- Legal Obligation: Where required by law (e.g., health and safety regulations)
- Legitimate Interest: Where necessary for clinic operations and your safety

4. HOW WE USE YOUR INFORMATION

Your information is used to:

- Provide physiotherapy treatment
- Maintain clinical records
- Communicate appointment details
- Updates regarding any changes to the business that may affect you as a customer
- Process payments and invoices
- Manage complaints and feedback
- Comply with legal and regulatory requirements
- Improve our service quality
- Contact you in emergencies
- Monitor health and safety

5. WHO WE SHARE YOUR INFORMATION WITH

We may share your information with:

- Your GP (with your consent)
- Other healthcare providers involved in your care (with your consent)
- Insurance companies (with your consent)
- Emergency services (in emergencies)
- Professional indemnity insurers
- Our accountant/bookkeeper (anonymized financial data only)
- Regulatory bodies (if required by law)
- We will NOT share your information without consent except where legally required.

6. DATA RETENTION

- Clinical Records: Retained for 6 years after final treatment or as required by professional guidelines
- Financial Records: Retained for 6 years for tax purposes
- Marketing Communications: Until you unsubscribe
- Website Analytics: As per Google Analytics retention settings

7. YOUR RIGHTS

Under UK data protection law, you have the right to:

- Access: Request a copy of your personal data
- Rectification: Correct inaccurate information
- Erasure: Request deletion (right to be forgotten)
- Restrict Processing: Limit how we use your data
- Data Portability: Receive data in a structured format
- Object: Oppose processing for certain purposes
- Withdraw Consent: Withdraw consent at any time

- To exercise these rights, contact: [Your Email/Phone]

8. SECURITY MEASURES

We implement the following safeguards:

- Secure filing systems with restricted access
- Encrypted digital storage
- Password protection on devices
- Regular backup of data
- Secure disposal of paper records (shredding)
- Limited access to personal information
- No data shared with third parties without consent

9. COOKIES & WEBSITE TECHNOLOGY

- We use [specify: Google Analytics, etc.] to track anonymous usage
- Cookies are used to remember your preferences
- You can control cookies through your browser settings
- We do not use cookies to track personal information without consent

10. INTERNATIONAL DATA TRANSFERS

As we operate within the UK, data protection is governed by UK GDPR and the Data Protection Act 2018. We do not routinely transfer data outside the UK.

11. THIRD-PARTY LINKS

Our clinic may contain links to external websites. We are not responsible for their privacy practices. Please review their privacy policies separately.

12. CHILDREN'S PRIVACY

If treating patients under 18, we require parental consent. We maintain all applicable safeguarding standards for minors.

13. CHANGES TO THIS POLICY

We may update this policy periodically. We will notify you of significant changes via email or at your next appointment.

14. CONTACT US

For privacy concerns or to exercise your rights:

Email: shorelinephysio@outlook.com

Phone: 07732174621

Address: Queenford Lakes, Burcot Lane, Berinsfield, OXON, OX10 6PR

15. COMPLAINTS

If you believe your data has been processed unlawfully, you have the right to lodge a complaint with:

Information Commissioner's Office (ICO)

Website: www.ico.org.uk

Phone: 0303 123 1113