

## Who We Are

At PhysioGo Physiotherapy Clinics, we are committed to maintaining the trust and confidence of our visitors to our web site. We will process your data in accordance with the General Data Protection Regulation (GDPR), 2018. In particular, we want you to know that PhysioGo Physiotherapy Clinics are not in the business of selling, renting or trading email lists with other companies and businesses for marketing purposes. We just don't do that sort of thing. In this Privacy Policy, we've provided lots of detailed information on when and why we collect your personal information, how we use it, the limited conditions under which we may disclose it to others and how we keep it secure.

## Types of Data we Collect

### Personal Information you provide to us

We collect the following personal information that you provide us:

- Full name
- Date of birth
- Email address
- Contact number
- Address

Some examples of when we collect this information include:

- When registering to book for an appointment
- When registering to inquire about information

### Personal information provided by third parties

The type of third parties include:

- Insurance Companies (e.g. Bupa, Aviva, WPA, AXA PPP)
- Referral Agencies (e.g. HCML, IPRS, Nuffield Health)
- Private Consultants
- General Practitioners
- Other governed health bodies  
(For the purposes of direct referral or medical collaboration on behalf of the patient)

This information may include:

- Full name
- Date of birth
- Contact number
- Address
- Policy number
- Reference number/Case ID
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All information shared to PhysioGo Physiotherapy Clinics from Third Parties and other sources are referrals or collaboration that have been pre-approved by a client who has agreed to share this information.

We will register this information for the following purposes:

- To ensure the client has an account with us
- To book the patient in with an appropriate practitioner
- To collaborate directly with your medical and health provider

### Website Cookies

Our websites use cookies to collect information. This includes information about browsing and purchasing behaviour by people who access our websites. This includes information about pages viewed, products purchased and the customer journey around our websites.

### Google Analytics

When someone visits [www.physio-go.co.uk](http://www.physio-go.co.uk) we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.

### **Mailing Lists**

In order for us at PhysioGo Physiotherapy Clinics to be able to remind you about appointments, send you booking confirmations and send exercise programmes and other information vital to your treatment at our clinics, we collect personal information from you. We also use that information for another couple of reasons: to tell you about stuff you've asked us to tell you about; to contact you if we need to obtain or provide additional information; to check our records are right and to check every now and then that you're happy and satisfied. We don't rent or trade email lists with other organisations and businesses.

We use a third-party provider, MailChimp, to deliver our newsletter and other promotional information. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our e-newsletter. For more information, please see MailChimp's privacy notice. You can unsubscribe to general mailings at any time of the day or night by clicking the unsubscribe link at the bottom of any of our emails or by emailing our data protection officer on [privacy@physio-go.co.uk](mailto:privacy@physio-go.co.uk).

### **Where We Use Your Personal Information**

#### Practice Management Software

At PhysioGo Physiotherapy Clinics, we store your personal information including your name, address, telephone numbers, email addresses, medical insurance details and medical records/assessments on our practice management software provider WriteUpp.

WriteUpp are fully GDPR compliant. You can find their privacy policy here: <https://www.writeupp.com/privacy-policy/>

#### Review Platforms

In order for us to be able to improve our user experience here at PhysioGo Physiotherapy Clinics, we may share your email address with Trustpilot and/or Google Reviews in order to request reviews through their platforms. You can request that we do not share your email address with these organisations by emailing our data protection officer on [privacy@physio-go.co.uk](mailto:privacy@physio-go.co.uk).

#### Exercise Prescription Software

We use your email address and telephone number to input on our exercise prescription software provider HEP2GO. This enables us to send you a structured, personalised home exercise programme that is sent directly to you. If you do not wish for us to use your personal information for this purpose, please contact our data protection officer on [privacy@physio-go.co.uk](mailto:privacy@physio-go.co.uk) and request this.

#### Other Health Professionals

Occasionally, as part of your care at PhysioGo Physiotherapy Clinics, we need to refer you for care under a different practitioner. We will pass your personal details on as appropriate, but will always gain verbal consent prior to this.

**Access to Your Personal Information**

You are entitled to view, amend, or delete the personal information that we hold about you at any time. Email your request to our data protection officer David Pinckard at [privacy@physio-go.co.uk](mailto:privacy@physio-go.co.uk)

**Changes to This Policy**

This policy is reviewed on an annual basis and was last reviewed on 28/5/2020.