

Privacy Policy – The Sheffield Menopause Clinic

This notice explains why personal data is collected about you, the ways in which the data might be used and the rights that you have with regards to the usage of your personal data. Why we collect personal data from you.

We aim to provide the highest quality healthcare. To do this we must collect and use your personal details, including sensitive details about your health. Without this information, it would be almost impossible to deliver the quality health care we seek to provide. We use your personal data to deliver services including testing and examinations, medical diagnoses, clinical treatment, and the management of medication.

What types of personal data do we collect?

Depending on the nature of your appointment or treatment, we may collect general personal data such as your name, NHS Number, contact details and banking details. We may also collect sensitive information about your physical or mental health status which may include information about a disease, disability, medical history, clinical treatment, or your physiological well-being.

Under what basis do we use your personal data?

In most cases we use your personal data because you ask us to do so, in other words, you give us permission. There are times where you may need to give us specific permission. Where your consent is required, we will provide you with all the details you require in to make your decision. Sometimes we may be asked by legal authorities to process your personal data and at other times, it might be to protect your vital interests. There may also be instances where we have special permission because the interests of the public are deemed to be of greater importance than your confidentiality.

Where do we obtain your personal data from?

In most cases we collect your personal data directly from you. There are times where we might need get information from your relatives, other GPs, or health professionals and even from the results of testing and diagnoses. Where we get your personal data from other sources, we will inform you.

Who might we share your personal data with?

We may need to share your personal data with health authorities, NHS Trusts, special health authorities, legal authorities, and ambulance services. With your consent and, subject to strict sharing protocols about how it will be used, we may also share your information with social services, education services, local authorities, voluntary sector providers as well as the private sector. Before any of your personal data can be sent outside the EU, we must comply with strict conditions as laid down by the law.

How we look after your personal data?

We respect the fact that the personal data belongs to you. We have a duty to keep your information confidential, secure, and accurate. We do not keep your personal data for any longer than is necessary for the purpose for which we collected the data. Where we need to further use your personal data, we ensure that it is legal for us to do so and when we need to store your data, we take measures to ensure that you or other patients cannot be identified through simply accessing those files.

What are your rights as a client/patient?

There is an EU law that protects your personal data, and it is called the General Data Protection Regulation (GDPR). We must ensure that when you ask about your personal data we respond promptly to your request. You have the rights to have your data corrected or removed or transferred to another service provider and to ask that we stop using your data. You have the right not to be subject to decisions that were made purely by machine - unless certain conditions apply.

Where you have previously given your consent, you have the right to have that consent removed, unless a legal authority prevents us from doing this. You have the right not to be pestered by nuisance email or tele-marketing.

You also have the right to be informed of certain security incidents which might have an impact on you. You have the right to raise a complaint with the data protection authority (supervisory authority). Please find their details below. Should you require access to your personal data you may make the request by using the link on our website or contacting us directly at the Clinic.

Under the Data Protection Act patients are entitled to receive a copy of their medical records. Any applications should be made in writing and addressed to the Clinic Manager.

Our Data Protection Authority
Information Commissioner's Office
Wycliffe House Water Lane,
Wilmslow
Cheshire
SK9 5AF

Call - 0303 123 1113

www.ico.org.uk

Website Privacy Policy

The Sheffield Menopause Clinic found at <https://www.thesheffieldmenopauseclinic.co.uk> ("Website") is governed by the following privacy policy ("Privacy Policy").

We respect your privacy and are committed to protecting it. The purpose of this Privacy Policy is to inform you what personally identifiable information we may collect and how it may be used. This statement only applies to this Website.

This Privacy Policy is subject to change without notice and was last updated on 04/05/2021. It is advised that you re-read this Privacy Policy from time to time to make sure you are happy with the various policies.

What Information Do We Collect?

Information You Voluntarily Submit to the Website: We may collect personal information from you such as your name or email address. For example, you may voluntarily submit information to the Website by leaving a comment, subscribing to a newsletter, or submitting a contact form.

Automatically Collected Information: We automatically collect certain information about you and the device with which you access the Website. For example, when you use the Website, we will log your IP address, operating system type, browser type, referring website, pages you viewed, and the dates/times when you accessed the Website. We may also collect information about actions you take when using the Website, such as links clicked.

Cookies: We may log information using cookies, which are small data files stored on your browser by the Website. We may use both session cookies, which expire when you close

your browser, and persistent cookies, which stay on your browser until deleted, to provide you with a more personalized experience on the Website.

How Your Information May Be Used

We may use the information collected in the following ways:

- To operate and maintain the Website.
- To send you promotional information, such as newsletters. Each email promotion will provide information on how to unsubscribe from future emails.
- To send you administrative communications, such as administrative emails, confirmation emails, technical notices, updates on policies, or security alerts
- To respond to your comments or inquiries
- To track and measure advertising on the Website.
- To track, measure and analyse the statistical performance of the Website.
- To protect, investigate, and deter against unauthorized or illegal activity.

Third-Party Use of Data

We may share your information with third parties when you explicitly authorise us to share your information. Additionally, the Website may use third-party service providers to service various aspects of the Website. Each third-party service provider's use of your personal information is dictated by their respective privacy policies.

The Website currently uses the following third-party service providers:

Google Analytics – this service tracks Website usage and provides information such as referring websites and user actions on the Website. Google Analytics may capture your IP address, but no other personal information is captured by Google Analytics.

MailChimp – this service is used for delivery of email updates and newsletters. We store your name and email address for purposes of delivering such communications. Please refer to MailChimp's privacy policy for further information.

Except when required by law, we will not sell, distribute, or reveal your email addresses or other personal information without your consent; however, we may disclose or transfer personal information collected through the Website to third parties who acquire all or a portion of our business, which may be the result of a merger, consolidation, or purchase of

all or a portion of our assets, or in connection with any bankruptcy or reorganization proceeding brought by or against us.

Anonymous Data

From time to time, we may use anonymous data, which does not identify you alone, or when combined with data from other parties. This type of anonymous data may be provided to other parties for marketing, advertising, or other uses. Examples of this anonymous data may include analytics or information collected from cookies.

Cookies

The Website uses cookies to store visitors' preferences, record user-specific information on what pages users' access or visit, ensure that visitors are not repeatedly sent the same banner ads, customise Website content based on visitors' browser type or other information that the visitor sends. Cookies may also be used by third-party services, such as Google Analytics, as described herein. Users may, at any time, prevent the setting of cookies, by the Website, by using a corresponding setting of your internet browser and may thus permanently deny the setting of cookies. Furthermore, already set cookies may be deleted at any time via an Internet browser or other software programs. This is possible in all popular Internet browsers. However, if users deactivate the setting of cookies in your Internet browser, not all functions of our Website may be entirely usable.

Advertising

1. Retargeting Ads

From time to time, the Website may engage in remarketing efforts with third-party companies, such as Google, Facebook, or Instagram, to market the Website. These companies use cookies to serve ads based on someone's past visits to the Website.

2. Newsletters

On the Website, you may subscribe to our newsletter, which may be used for advertising purposes. All newsletters sent may contain tracking pixels. The pixel is embedded in emails and allows an analysis of the success of online marketing campaigns. Because of these tracking pixels, we may see when you open an email and which links within the email you click. Also, this allows the Website to adapt the content of future newsletters to the interests of the user. This behaviour will not be passed on to third parties.

Rights Related To Your Personal Information

Opt-out – You may opt-out of future email communications by following the unsubscribe links in our emails. You may also notify us to be removed from our mailing list.

Access – You may access the personal information we have about you by submitting a request.

Amend – You may contact us to amend or update your personal information.

Forget – In certain situations, you may request that we erase or forget your personal data.

To do so, please submit a request.

Please note that we may need to retain certain information for record keeping purposes or to complete transactions, or when required by law.

Information and Accuracy

All content provided on this Website is for information purposes only. The owner of this Website makes no representations as to the accuracy or completeness of any information on this site or found by following any link on this site. The owner will not be liable for any errors or omissions in this information nor for the availability of this information. The owner will not be liable for any losses, injuries, or damages from the display or use of this information. We are not responsible for the republishing of the content found on this Website on other websites or media without our permission. All opinions are those of the author alone.

Links to Other Websites

The Sheffield Menopause Clinic may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting other websites, and other websites are not governed by this Privacy Policy. You should exercise caution and look at the privacy policy of the website in question.

Children's Information

The Website does not knowingly collect any personally identifiable information from children under the age of 16. If a parent or guardian believes that the Website has personally identifiable information of a child under the age of 16 in its database, please

contact us immediately and we will use our best efforts to promptly remove such information from our records.

Contact Information

At any time, please contact us for questions related to this Privacy Policy.

Dated: May 4, 2021