

If you have any questions about our Data Privacy and Cookie policy please feel free to call us using the contact details on this website.

### **Background:**

Armagh Chiropractic Clinic understand that your privacy is important to you and that you care about how your information is used and shared online. We respect and value the privacy of everyone who visits Our Site and will only collect and use information in ways that are useful to you and in a manner consistent with your rights and Our obligations under the law.

This Policy applies to Our use of any and all data collected by us in relation to your use of Our Site. Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of Our Privacy Policy is deemed to occur upon your first use of Our Site. If you do not accept and agree with this Privacy Policy, you must stop using Our Site immediately.

## **1. Definitions and Interpretation**

In this Policy the following terms shall have the following meanings:

“Cookie”	means a small text file placed on your computer or device by Our Site when you visit certain parts of Our Site and/or when you use certain features of Our Site. Details of the Cookies used by Our Site are set out in section 11, below;
“Our Site”	means this website, <a href="http://www.armaghchiro.co.uk/">http://www.armaghchiro.co.uk/</a>
“UK and EU Cookie Law”	means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended in 2004, 2011 and 2015;
“We/Us/Our”	Means Armagh Chiropractic Clinic, whose registered address 37A Thomas Street, Armagh, BT61 7QB

## **2. Information About Us**

Our Site, <http://www.armaghchiro.co.uk/> is **owned and operated by** Armagh Chiropractic Clinic, whose registered address 37A Thomas Street, Armagh, BT61 7QB. We can be contacted using the contact details on this website.

## **3. Scope – What Does This Policy Cover?**

**3.1.** This Privacy Policy applies only to your use of Our Site. It does not extend to any websites that are linked to from Our Site. We have no control over how your data is collected, stored or used by other websites and We advise you to check the privacy policies of any such websites before providing any data to them

## **4. What Data Do We Collect?**

**4.1.** Some data will be collected automatically by Our Site (for further details, please see section 11 on Our use of Cookies), other data will only be collected if you voluntarily submit it and consent to Us using it for the purposes set out in section 5, for example, when requesting

information from us by submitting an enquiry via the webform on Our site. Depending upon your use of Our Site, We may collect some or all of the following data:

- 4.1.1. Name;
- 4.1.2. Business Name;
- 4.1.3. Contact Number;
- 4.1.4. Email Address;
- 4.1.5. Address;
- 4.1.6. IP address (automatically collected);
- 4.1.7. web browser type and version (automatically collected);
- 4.1.8. operating system (automatically collected);

## **5. How Do We Use Your Data?**

- 5.1. All personal data is stored securely in accordance with the EU General Data Protection Regulation (Regulation (EU) 2016/679) (GDPR). For more details on security see section 6, below. We use your data to provide the best possible service to you. This includes:
  - 5.1.1. Providing the information you requested from us;
  - 5.1.2. Supplying Our service to you;
  - 5.1.3. Responding to communications from you,
  - 5.1.4. Communicating with you regarding our service to you, by phone, text or email;
  - 5.1.5. In some cases, the collection of data may be a statutory or contractual requirement, and We will be limited in the services We can provide you without your consent for Us to be able to use such data.
  - 5.1.6. Under GDPR we will ensure that your personal data is processed lawfully, fairly, and transparently, without adversely affecting your rights. We will only process your personal data if at least one of the following basis applies:
    - 5.1.6.1. you have given consent to the processing of your personal data for one or more specific purposes;
    - 5.1.6.2. processing is necessary for the performance of a contract to which you are a party or in order to take steps at the request of you prior to entering into a contract;
    - 5.1.6.3. processing is necessary for compliance with a legal obligation to which we are subject;
    - 5.1.6.4. processing is necessary to protect the vital interests of you or of another natural person;
    - 5.1.6.5. processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller; and/or
    - 5.1.6.6. processing is necessary for the purposes of the legitimate interests pursued by us or by a third party, except where such interests are overridden by the fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child.

## **6. How and Where Do We Store Your Data?**

- 6.1. We only keep your data for as long as We need to in order to use it as described above in section 5, and/or for as long as We have your permission to keep it. In any event, We will conduct an annual review to ascertain whether we need to keep your data. Your data will be deleted if we no longer need it.
- 6.2. Your data will only be stored within the European Economic Area (“the EEA”) (The EEA consists of all EU member states, plus Norway, Iceland and Liechtenstein). Any emails sent to us may be stored outside of the EEA but would be under an EU-approved Model Contractual Arrangement between us and our Email provider (Gmail)

- 6.3. Data security is of great importance to Us, and to protect your data We have put in place suitable physical, electronic and managerial procedures to safeguard and secure data collected through Our Site.
- 6.4. Notwithstanding the security measures that We take, it is important to remember that the transmission of data via the internet may not be completely secure and that you are advised to take suitable precautions when transmitting to Us data via the internet.

## **7. Do We Share Your Data?**

- 7.1. If you choose to provide personal information, it will be used for the following purposes:
  - 7.1.1. Responding to requests for information about our products/services
  - 7.1.2. considering you for our products/services;
  - 7.1.3. as required by law; and
  - 7.1.4. Your privacy is of the highest importance to us and we promise never to release your personal details to any outside company for their mailing or marketing purposes. When you leave your details on our website, all such information is held on secure servers and we'll treat all your personal information as fully confidential.
- 7.2. We may compile statistics about the use of Our Site including data on traffic, usage patterns, user numbers, sales and other information. All such data will be anonymised and will not include any personally identifying information. We may from time to time share such data with third parties such as prospective investors and partners. Data will only be shared and used within the bounds of the law.
- 7.3. In certain circumstances We may be legally required to share certain data held by Us, which may include your personal information, for example, where We are involved in legal proceedings, where We are complying with the requirements of legislation, a court order, or a governmental authority. We do not require any further consent from you in order to share your data in such circumstances and will comply as required with any legally binding request that is made of Us.

## **8. What Happens If Our Business Changes Hands?**

- 8.1. We may, from time to time, expand or reduce Our business and this may involve the sale and/or the transfer of control of all or part of Our business. Data provided by users will, where it is relevant to any part of Our business so transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Privacy Policy, be permitted to use the data for the purposes for which it was originally collected by Us.
- 8.2. In the event that any of your data is to be transferred in such a manner, you will be contacted in advance and informed of the changes. When contacted you will however, be given the choice to have your data deleted or withheld from the new owner or controller.

## **9. How Can You Control Your Data?**

- 9.1. When you submit information via Our Site, you may be given options to restrict Our use of your data. We aim to give you strong controls on Our use of your data (including the ability to opt-out of receiving emails from Us).
- 9.2. You may also wish to sign up to one or more of the preference services operating in the UK: The Telephone Preference Service ("the TPS"), the Corporate Telephone Preference Service ("the CTPS"), and the Mailing Preference Service ("the MPS"). These may help to prevent

you receiving unsolicited marketing. Please note, however, that these services will not prevent you from receiving marketing communications that you have consented to receiving.

- 9.3.** You have the Right to Withhold Information and Right to Withdraw Information After You Have Given it
- 9.4.** You may access Our Site without providing any data at all.
- 9.5.** You may restrict your internet browser's use of Cookies. For more information, see section 11.
- 9.6.** You may withdraw your consent for Us to use your personal data as set out in section in 5 at any time by contacting Us using the contact details on this website, and We will delete Your data from Our systems. However, you acknowledge this may limit Our ability to provide the best possible services to you.

## **10. How Can You Access Your Data?**

- 10.1.** You have the legal right to ask for a copy of any of your personal data held by Us (where such data is held). Please contact Us using the contact details on our website.

## **11. What Cookies Do We Use and What For?**

- 11.1.** The only cookies we use are for Google Analytics. We do not use first party cookies. You do not have to allow us to use Cookies, you can simply change your browser settings.
- 11.2.** Our Site uses analytics services provided by Google. Website analytics refers to a set of tools used to collect and analyse usage statistics, enabling Us to better understand how people use Our Site. This, in turn, enables Us to improve Our Site and the services offered through it. You do not have to allow Us to use these Cookies, as detailed below, however whilst Our use of them does not pose any risk to your privacy or your safe use of Our Site, it does enable Us to continually improve Our Site, making it a better and more useful experience for you.
- 11.3.** The analytics service(s) used by Our Site use(s) Cookies to gather the required information. Certain of these Cookies may be placed immediately when you first visit Our Site and it may not be possible for Us to obtain your prior consent. You may remove these Cookies and prevent future use of them by following the steps set out below in section 11.5.
- 11.4.** The analytics service(s) used by Our Site use(s) the following Cookies:

Name of Cookie	First / Third Party	Provider	Purpose
_gat	Third Party	Google Analytics	To track page views and interactions on our website
_ga	Third Party	Google Analytics	To track page views and interactions on our website
_gid	Third Party	Google Analytics	To track page views and interactions on our website

- 11.5.** You can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all cookies or only third party cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.
- 11.6.** You can choose to delete Cookies at any time however you may lose any information that enables you to access Our Site more quickly and efficiently.

- 11.7.** It is recommended that you keep your internet browser and operating system up-to-date and that you consult the help and guidance provided by the developer of your internet browser and manufacturer of your computer or device if you are unsure about adjusting your privacy settings.

## **12. Summary of Your Rights under GDPR**

- 12.1.** Under the GDPR, you have:
- 12.1.1.** the right to request access to, deletion of or correction of, your personal data held by Us;
  - 12.1.2.** the right to complain to a supervisory authority;
  - 12.1.3.** be informed of what data processing is taking place;
  - 12.1.4.** the right to restrict processing;
  - 12.1.5.** the right to data portability;
  - 12.1.6.** object to processing of your personal data;
  - 12.1.7.** rights with respect to automated decision-making and profiling (see section 13 below).
- 12.2.** To enforce any of the foregoing rights or if you have any other questions about Our Site or this Privacy Policy, please contact Us using the details set out on this website.

## **13. Automated Decision-Making and Profiling**

- 13.1.** In the event that We use personal data for the purposes of automated decision-making and those decisions have a legal (or similarly significant effect) on You, You have the right to challenge such decisions under GDPR, requesting human intervention, expressing their own point of view, and obtaining an explanation of the decision from Us.
- 13.2.** The right described in section 13.1 does not apply in the following circumstances:
- 13.3.** The decision is necessary for the entry into, or performance of, a contract between the You and Us;
- 13.4.** The decision is authorised by law; or
- 13.5.** You have given your explicit consent.
- 13.6.** Where We use your personal data for profiling purposes, the following shall apply:
- 13.7.** Clear information explaining the profiling will be provided, including its significance and the likely consequences;
- 13.8.** Appropriate mathematical or statistical procedures will be used;
- 13.9.** Technical and organisational measures necessary to minimise the risk of errors and to enable such errors to be easily corrected shall be implemented; and
- 13.10.** All personal data processed for profiling purposes shall be secured in order to prevent discriminatory effects arising out of profiling

## **14. Contacting Us**

- 14.1.** If you have any questions about Our Site or this Privacy Policy, please contact Us using the contact details on this website. Please ensure that your query is clear, particularly if it is a request for information about the data We hold about you (as under section 10, above).

## **15. Changes to Our Privacy Policy**

- 15.1.** We may change this Privacy Policy as we may deem necessary from time to time, or as may be required by law. Any changes will be immediately posted on Our Site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of Our Site following the alterations. We recommend that you check this page regularly to keep up-to-date.