

Cranfold Physio – Privacy Policy

The Data Controller

The Data Controller is Wendyanne Sansom (nee Harrison), Practice Owner

What is this Privacy Policy for?

This privacy policy is for Cranfold Physical Therapy Centre Ltd (Cranfold), its procedures, premises and website www.cranfoldphysio.co.uk and governs the privacy of all who choose to use it.

The Website

This website and its owners take a proactive approach to user privacy and ensure the necessary steps are taken to protect the privacy of its users throughout their visiting experience. This website complies with all UK national laws and requirements for user privacy.

Use of Cookies

This website uses cookies to optimise the users' experience while visiting the website. Where applicable this website uses a cookie control system allowing the user on their first visit to the website to allow or disallow the use of cookies on their computer / device. This complies with recent legislation requirements for websites to obtain explicit consent from users before leaving behind or reading files such as cookies on a user's computer / device.

Cookies are small files saved to the user's computer's hard drive that track, save and store information about the user's interactions and usage of the website. This allows the website, through its server to provide the users with a tailored experience within this website.

Users are advised that if they wish to deny the use and saving of cookies from this website on to their computers hard drive they should take necessary steps within their web browsers security settings to block all cookies from this website.

This website uses tracking software to monitor its visitors to better understand how they use it. This software is provided by Google Analytics which uses cookies to track visitor usage. The software will save a cookie to your computer's hard drive in order to track and monitor your engagement and usage of the website, but will not store, save or collect personal information. You can read Google's privacy policy here for further information [<http://www.google.com/privacy.html>].

The exact cookies Google analytic sets are:

Cookie Name	Expiration Time	Description
_ga	2 years	Used to distinguish users.
_gid	24 hours	Used to distinguish users.
_gat	1 minute	Used to throttle request rate.
AMP_TOKEN	30 seconds to 1 year	Contains a token that can be used to retrieve a Client ID from AMP Client ID service. Other possible values indicate opt-out, inflight request or an error retrieving a Client ID from AMP Client ID service.
gac<property-id>	90 days	Contains campaign related information for the user. If you have linked your Google Analytics and AdWords accounts, AdWords website conversion tags will read this cookie unless you opt-out. Learn more.

Contact & Communication

Our patients' privacy is very important to us. As Healthcare Practitioners, we respect the confidentiality of personal information we may learn and hold about you and your health. All Cranfold staff are trained in and bound by strict confidentiality codes of Professional Conduct. All case information is securely held on our software system (Blue-Zinc TM3) for a minimum of 8 years as required by our Professional bodies (the Chartered Society of Physiotherapy and the Health & Care Professions Council). Financial records, such as credit card slips, are kept securely for a minimum of 18 months before being shredded confidentially. Other financial records, eg paper Insurance Company invoice statements, are kept for the statutory 7 years.

Your health and personal data is accessed by Cranfold staff only as relevant to each patient's case. It would be shared with NHS referrers/GPs/consultants/other Health Professionals, only with the patient's permission, as relevant for their treatment and best practice regarding their health needs.

We may also occasionally be asked to share information with the patient's Insurance Company, employer, solicitor, or other relevant party, but this will only be done with the patient's written permission.

Patients are entitled to access to their own records. An electronic copy can be made available to them on request. There is no charge levied for this.

Email Newsletter

Cranfold operates an email newsletter program (through YMLP.com), used to inform our patients about health and wellbeing educational items, and Cranfold's products and services. Users can subscribe through our website, or will be invited to opt into this newsletter on their first visit to our practices as a patient. In compliance with UK Spam Laws and the Privacy and Electronic Communications Regulations 2003 users are given the opportunity to un-subscribe at any time by using the "unsubscribe" feature in the footer at the bottom of each newsletter, or by emailing reception@cranfoldphysio.co.uk and asking to be removed from the list.

Email marketing campaigns published by this website or its owners may contain tracking facilities within the actual email. Subscriber activity is tracked and stored in a database for future analysis and evaluation. Such tracked activity may include; the opening of emails, forwarding of emails, the clicking of links within the email content. This information is used only to refine future email campaigns and to improve our website for the benefit of visitors.

External Links

Although this website only looks to include professional, quality, safe and relevant external links, users are advised to adopt a policy of caution before clicking any external web links mentioned throughout this website. (External links are clickable links to other websites).

Social Media Platforms

Communication, engagement and actions taken through external social media platforms that this website and its owners participate on are custom to the terms and conditions as well as the privacy policies held with each social media platform respectively.

Users are advised to use social media platforms wisely and communicate / engage upon them with due care and caution in regard to their own privacy and personal details.

Resources & Further Information

- [Data Protection Act 1998](#)
- [Privacy and Electronic Communications Regulations 2003](#)
- [Privacy and Electronic Communications Regulations 2003 – The Guide](#)
- [Twitter Privacy Policy](#)
- [Facebook Privacy Policy](#)
- [Google Privacy Policy](#)
- [Linkedin Privacy Policy](#)
- www.ymlp.com/privacy_policy.html