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Digital Policy

This document is made for the benefit of patients and clients of The Botley Clinic Ltd and aims to address and contain the most likely eventualities that may arise by way of digital exposure with reference to maintaining privacy and data protection.

This document acknowledges the complex world of digital media and tries its best to address issues that may impact the professional and therapeutic relationship. The guidelines are based on the choices made with regard to staff online activities. The Botley Clinic Ltd ask all patients and clients to read through this document so they can be familiar with these positions.

Media activities:

It is important for you to be aware that The Botley Clinic Ltd maintain an active social media presence. Online resources such as Twitter, Facebook and Instagram enable the company to reach a broad swathe of people to whom it can communicate services in hope the company can be useful in their lives. *The Botley Clinic Ltd holds it's duty of care and confidentiality to patients and clients as sacrosanct and consider work to be related to, but completely separate from staff members personal life.*

Keeping Boundaries:

The nature of an online presence can blur interpersonal boundaries, so it is important to be as clear as possible about how boundaries may be compromised. As a general rule, staff members like to keep clinical work in the consultation room as much as possible. However, the nature of the digital world can sometimes stretch these boundaries, so The Botley Clinic Ltd offer the best clarity it can below.

Data Protection:

If you are a client you will have been asked to read and agree with the Terms of Treatment. The Botley Clinic Ltd's Privacy Policy is available on request and at thebotleyclinic.co.uk

Email:

The Botley Clinic Ltd is not currently using an e-mail encryption programme, any emails sent to each other may be vulnerable to viruses or human error. For this reason, it is best to be thoughtful about what you include in emails to The Botley Clinic Ltd. Often, it is best to rely on email for non-confidential communications like setting up appointment times and similar things. In an effort to keep confidential and medical/psychological material "in the clinic room" it is best avoided in emails unless discussed beforehand. The Botley Clinic Ltd will always request your preferred email address from the first session.

If you choose to communicate with by email, be aware that all emails are retained in the logs of Internet Service Providers. Furthermore, they can be vulnerable to viruses and unintended forwarding or replication. If you are concerned about the confidentiality of your emails, you may wish to contact The Botley Clinic Ltd by telephone instead.

Emails are only checked at fixed times during office hours – They may not be checked in evenings, weekends and holidays. The Botley Clinic Ltd shall endeavour to respond to all emails as soon as possible. If the clinic is

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ever closed for an extended period, you will receive an automated response. *Emails should never be used in the event of an emergency, in which case you should contact emergency services.*

Text messages:

You may feel free to contact The Botley Clinic Ltd by text message to alert staff if you are running late for a session or for similar reasons. However, because of the lack of context of text messages, it is generally not the best method for communicating about more important matters, so please do phone and leave me a message.

As a private business, The Botley Clinic Ltd is unable to offer an emergency service, even by phone. Should you experience an emergency please contact the emergency services.

Telephone, Telehealth, Google Meet:

Should we work together remotely, you will be given further instructions about how to join. When engaging via video conferencing, both parties agree not to record sessions. It is also crucial that you're sure your environment from which you are talking with is private and suitable.

Social Media:

The Botley Clinic Ltd maintains a public Facebook Page as a way of promoting the business through the media, and to make people aware of services and to share others that are of relevant and may be of interest.

Despite the online presence, The Botley Clinic Ltd would prefer that relationships with staff remain professional and therefore, staff members will not knowingly engage with patients/clients over social media. Whether you follow The Botley Clinic Ltd page or not is of course to your discretion.

Like many others, staff members maintain a private Facebook accounts for personal reasons, and possibly a LinkedIn account for professional ones. The Botley Clinic Ltd staff members aim to keep their Facebook accounts as private as possible and it would not be appropriate to be Facebook "friends" with former or current patients/clients. The Botley Clinic Ltd acknowledge that there can be some overlap across social networks, and that this sometimes comes to light on Facebook. If this were the case, it would be something that may need to be discussed in clinic.

Google:

The Botley Clinic Ltd has found it is best to avoid encountering information about you that does not come directly from you, so in general practice staff members do not Google patients/clients. The Botley Clinic Ltd is aware, however, that clients will often Google prospective practitioners/therapists as part of their process in choosing one. If you did so with a member of The Botley Clinic Ltd, and this produced any questions, we would be happy to address them with you.

Patient Records:

We use Cliniko, a secure practice management software, to manage appointments, store client records, and process invoicing. Cliniko is designed specifically for healthcare providers and complies with relevant data protection regulations, including GDPR. Any personal information you provide is stored securely within

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Cliniko's systems and is only accessed by authorised members of our team for the purposes of delivering your care and managing our services. Cliniko employs encryption, secure data storage, and regular system monitoring to help protect your information from unauthorised access, disclosure, or loss.

I would like to thank Aaron Balick for his guidance in the formation of this digital policy.

