

Privacy Notice

Silver Tail Foot Care

Data Controller: Rachael Meecham

Email: rachael@silvertailfootcare.co.uk

Postal address: Ashdale Farm, Combehead Drove, Dalwood, Axminster, Devon, EX13 7HS

Last updated: September 2026 this document was created with the help of artificial intelligence.

1. About this Privacy Notice

This Privacy Notice explains how Silver Tail Foot Care collects, uses, stores and shares your personal information when you:

- attend an appointment at the clinic;
- receive podiatry or foot-care treatment;
- purchase products or services from us;
- contact us by telephone, email, text message or other means; or
- otherwise use our services.

Silver Tail Foot Care is committed to protecting your privacy and handling your personal information fairly, lawfully and securely in accordance with applicable UK data protection legislation, including the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

2. Information We Collect

Depending on the services you receive, we may collect information including:

- your name and contact details;
- date of birth;
- address;
- appointment and treatment history;
- relevant medical history and health information;
- information about medications, allergies and medical conditions;
- clinical assessment and treatment records;
- photographs where clinically necessary and appropriate;
- information relating to referrals and correspondence with other healthcare professionals;
- payment and transaction information; and
- information you provide when contacting the clinic.

Health information is considered **special category personal data** under UK data protection law and is therefore subject to additional safeguards.

We only collect information that is reasonably necessary for providing and managing your care and services.

3. How We Use Your Information

We use your information where necessary to:

- provide safe and appropriate podiatry and foot-care treatment;
- assess your health and clinical needs;
- maintain accurate clinical records;
- arrange and manage appointments;
- communicate with you regarding your treatment;
- provide aftercare and follow-up;
- contact you regarding changes to appointments or services;
- process payments and maintain business records;
- communicate with other healthcare professionals where appropriate;
- comply with our legal, professional and regulatory obligations; and
- deal with complaints, legal claims or other legitimate business requirements.

For healthcare purposes, we process relevant health information where this is necessary for the provision and management of healthcare and in accordance with the additional requirements applicable to special category data.

4. Telephone Calls and Our Virtual Receptionist

Silver Tail Foot Care uses **Factotum**, an external virtual receptionist service, to answer and manage telephone calls to the clinic.

When you contact the clinic by telephone, Factotum may collect limited personal information on behalf of Silver Tail Foot Care, such as your name, telephone number, address, appointment details and the nature of your enquiry where this is necessary to deal with your call.

Factotum will only have access to information necessary to provide its receptionist service. Appropriate confidentiality and data protection arrangements are in place to protect your information.

If you need to discuss detailed or sensitive medical information, you may be asked to speak directly with your podiatrist. Please avoid providing unnecessary medical information to the receptionist when making a general appointment enquiry.

Silver Tail Foot Care remains responsible for the personal information processed on its behalf and will ensure that appropriate arrangements are in place with Factotum in accordance with applicable UK data protection legislation.

5. Lawful Basis for Processing

We process personal information using the lawful bases available under UK data protection law, depending on the purpose of the processing.

These may include:

- **Provision of healthcare and services** – where processing is necessary to provide your treatment and manage your care;
- **Legal obligations** – where we are required to retain or provide information by law or to meet professional or regulatory requirements;
- **Legitimate interests** – where processing is necessary for legitimate business purposes and does not override your rights and interests; and
- **Consent** – where consent is the appropriate lawful basis, for example for certain types of direct marketing.

Where we process health information, which is special category data, we will also rely on an appropriate additional condition under Article 9 of the UK GDPR. The ICO confirms that special category data requires both an Article 6 lawful basis and an Article 9 condition.

6. Marketing

From time to time, Silver Tail Foot Care may wish to send information about:

- new services;
- products;
- special offers;
- changes to services or pricing; and
- other clinic updates.

Where required, we will ask for your consent before sending direct marketing communications.

You can choose how you would like to receive marketing:

- ☐ Email
- ☐ Text message
- ☐ Telephone
- ☐ Post
- ☐ I do not wish to receive marketing

You can withdraw your marketing consent at any time by contacting us.

Withdrawing consent for marketing will not affect your treatment or the provision of healthcare services.

7. Sharing Your Information

We will only share your information where there is an appropriate lawful basis and where it is necessary.

This may include sharing relevant information with:

Healthcare professionals

Where appropriate and lawful, we may share relevant clinical information with healthcare professionals involved in your care, such as:

- your GP;
- NHS Podiatry;
- NHS Dermatology;
- consultants;
- other healthcare professionals involved in your treatment.

This may be necessary to support continuity of care, make an appropriate referral or communicate important clinical information.

Service providers

We use trusted third-party service providers to support the operation of the business. These may include:

- our electronic patient record and appointment system;
- payment providers;
- IT and technology providers;
- email or communication providers; and
- our external virtual receptionist.

Where third parties process personal information on our behalf, we will take appropriate steps to ensure that they process the information securely and only for authorised purposes.

Legal and regulatory requirements

We may disclose information where required to do so by law, a court order, regulatory requirement, or where necessary to establish, exercise or defend legal claims.

8. Keeping Your Information Secure

We take reasonable and appropriate technical and organisational measures to protect your personal information from:

- unauthorised access;
- accidental loss;
- misuse;

- alteration;
- disclosure; and
- destruction.

Electronic patient records and appointment information are held within password-protected systems.

Access to personal information is restricted to people who need it to provide treatment or perform authorised business functions.

9. How Long We Keep Your Information

We will retain personal information only for as long as it is necessary for the purpose for which it was collected and to meet applicable legal, professional, regulatory and accounting requirements.

Clinical records may need to be retained for an appropriate period following your last appointment to support continuity of care, professional accountability and any legal or regulatory requirements.

We periodically review the information we hold and securely delete or anonymise information when it is no longer required, subject to any applicable retention requirements.

The UK GDPR requires organisations to consider and justify how long personal information is retained rather than keeping information indefinitely.

10. Your Data Protection Rights

Depending on the circumstances, you have rights under UK data protection law, including the right to:

- request access to the personal information we hold about you;
- ask us to correct inaccurate or incomplete information;
- request restriction of processing in certain circumstances;
- object to certain types of processing;
- request deletion of information where there is no longer a lawful reason for us to retain it;
- withdraw consent where consent is the lawful basis for processing; and
- complain to the Information Commissioner's Office.

Some rights are subject to legal exemptions. For example, clinical records may need to be retained where there is a legal, professional or other lawful requirement to do so.

If you wish to exercise your rights, please contact:

Rachael Meecham

Silver Tail Foot Care

Email: rachael@silvertailfootcare.co.uk

Post: Ashdale Farm, Combehead Drove, Dalwood, Axminster, Devon, EX13 7HS

11. Confidentiality

We understand that information about your health and treatment is private and confidential.

Information will only be accessed, used or shared where there is an appropriate reason and lawful basis to do so.

If you contact the clinic by telephone, please be aware that calls may initially be answered by our external virtual receptionist. They will only have access to information necessary to deal with your enquiry or appointment.

12. Complaints

If you have any concerns about how Silver Tail Foot Care uses your personal information, please contact Rachael Meecham in the first instance so that we can investigate and attempt to resolve your concerns.

You also have the right to complain directly to the **Information Commissioner's Office (ICO)** if you believe your personal information has not been handled appropriately.

Information Commissioner's Office:

[ICO – Information Commissioner's Office](#)

13. Changes to This Privacy Notice

We may update this Privacy Notice from time to time to reflect changes to our services, technology, data-processing arrangements or legal and regulatory requirements.

The most recent version will be made available to patients and customers.

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