



**Stafford Physio Pain Relief & Sports Injury  
Clinic**

Stafford Leisure centre.

Lamascote Rd

Stafford

ST16 3TA

**Email:** [info@staffordphysio.co.uk](mailto:info@staffordphysio.co.uk)

**Stafford Physio Pain Relief and Sports Injury  
Clinic**

**GDPR Privacy Policy**

*Effective Date: November 2022. Last updated May 2025*

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## **1. Introduction**

At Stafford Physio Pain Relief and Sports Injury Clinic (“we”, “us”, “our”), we are committed to protecting the privacy and personal data of our patients, clients, and website visitors in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

This Privacy Policy explains how we collect, use, store, and share personal data, and outlines your rights under data protection law.

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## **2. Data Controller**

**Stafford Physio Pain Relief and Sports Injury Clinic**

Stafford Leisure Centre

Info [@staffordphysio.co.uk](mailto:info@staffordphysio.co.uk)

ICO Registration Number can be found at <https://ico.org.uk/ESDWebPages/Search>

We are the data controller of the personal data you provide to us.

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## **3. What Information We Collect**

We may collect and process the following types of personal data:

- **Identity Data:** Full name, date of birth, gender.
- **Contact Data:** Address, telephone number, email address.

- **Health Data:** Medical history, physiotherapy treatment notes, reports from other healthcare providers, medications, allergies, and relevant diagnostic data.
  - **Financial Data:** Payment details, invoicing information.
  - **Technical Data:** IP address, browser type, and other data collected through website cookies (see our separate Cookie Policy).
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## 4. How We Use Your Personal Data

We use your personal data for the following purposes:

- To provide physiotherapy and healthcare services.
- To maintain accurate medical records.
- To communicate with you about appointments, referrals, and treatment.
- To manage billing and payment.
- To comply with legal and regulatory obligations.
- With your consent, to send marketing or clinic updates (you may opt out at any time).

We will only process your personal data where we have a lawful basis to do so under Article 6 and, where relevant, Article 9 of the UK GDPR.

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## 5. Lawful Basis for Processing

We process personal data under one or more of the following lawful bases:

- **Consent** – where you have given clear consent.
- **Contract** – where processing is necessary to provide a healthcare service.
- **Legal Obligation** – where required by law (e.g., health and safety, HMRC).
- **Vital Interests** – to protect life in an emergency.
- **Public Task** – where processing is necessary for health-related public interest.
- **Legitimate Interests** – where it is necessary for our legitimate business purposes (e.g., quality improvement), provided your rights are not overridden.

Special category health data is processed under Article 9(2)(h) – the provision of health care.

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## 6. Data Sharing

We only share personal data when necessary and in accordance with the law. This may include:

- Referrals to other healthcare providers.
- Communication with your GP (with consent).
- Disclosure to insurers (with consent).
- Regulatory or legal authorities, when required.

- Approved third-party service providers (e.g., medical record software, IT services), under a written data processing agreement.
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## 7. Data Retention

We retain personal data only for as long as necessary to fulfil the purposes outlined above and in line with legal, regulatory, and clinical guidelines.

- Adult patient records are retained for a minimum of 8 years after the last appointment.
  - Records of children are retained until the child's 25th birthday or 8 years after the last appointment, whichever is longer.
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## 8. Your Rights

Under UK GDPR, you have the following rights:

- Right to access your personal data.
- Right to rectification if data is inaccurate or incomplete.
- Right to erasure ("right to be forgotten") in certain circumstances.
- Right to restrict processing.
- Right to data portability.
- Right to object to processing.
- Right to withdraw consent at any time (where processing is based on consent).
- Right to lodge a complaint with the **Information Commissioner's Office (ICO)**.

To exercise your rights, please contact us using the contact details provided above.

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## 9. Security of Data

We implement appropriate organisational and technical measures to safeguard your personal data from unauthorised access, disclosure, alteration, or destruction. All staff receive regular training on data protection and confidentiality.

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## 10. Website and Cookies

When you visit our website, we may collect limited personal data via cookies. Please refer to our [Cookie Policy] for further information.

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## 11. Updates to This Policy

We may update this policy from time to time. The most recent version will always be available on our website, and we recommend reviewing it periodically.

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## **12. Contact Us**

If you have any questions about this Privacy Policy or how we handle your data, please contact:

**Data Protection Officer**

Russell Shill

[russ@staffordphysio.co.uk](mailto:russ@staffordphysio.co.uk)

07766501120