



Data Protection Protocol

With changes to the law regarding Personal Data and the introduction of the General Data Protection Regulation (GDPR) on 25th May 2018, you will be able to have greater control over how your data is stored, accessed, and used.

At Pinkham Equine Veterinary Services, we only hold and process personal data that is necessary for the completion of its duties and access to that data is limited only to those who need to act out the processing.

Outlined below are the details on how we, Pinkham Equine Veterinary Services, use the information we hold about you.

What information do we hold?

We only hold the information that is necessary to run the business. This information includes, client names, phone numbers (mobile and in some cases landline), email addresses and residential addresses. In some cases, we may also hold a separate address at which your horse(s) resides.

We also store details of your horse, including any medical history, any procedures performed and any notes relating to the animal since being registered with and under the care of Pinkham Equine Veterinary Services.

We do not retain any of your bank details.

Why do we hold this information and how is it used?

Pinkham Equine Veterinary Services processes this data for core business purposes only with us being responsible for how this information is processed. We may occasionally contact you via email to inform you of client evenings and informal talks that we hold, or to advise of our services and offers, but your own personal details are used for invoicing purposes and site visits only.

Data is kept until we are asked to delete it, however, under the Veterinary Medicines Regulations (VMRs) records of the supply and administration of certain medicines must be kept for 5 years.

Is this information shared with anyone?

Personal Data that we have about you is stored within third party software. All systems are password protected and are only accessible to those within the business.

We do not pass on any information that we hold to any third party without prior consent from you. This includes requests for information from other veterinary practices and insurers.

We also do not share any information with third parties for external marketing purposes.

Your rights

You have the right to view what data we hold about you, and you also have the right to make amendments or request that we delete part or all of your data. Please contact us directly with the request and we will respond within a week.

If you have any questions or would like any further information on this, please do not hesitate to contact us.