

Privacy Policy

Your Personal Data and How We Care for It

At Boars Hill Hearing, we value your trust and are committed to protecting your privacy. This policy explains how we collect, use, and safeguard your personal information when you receive hearing healthcare services from us. We aim to make our approach clear and straightforward, so you know exactly how your information is handled.

About Boars Hill Hearing

Boars Hill Hearing is a local provider of hearing care services based in Oxfordshire. As the Data Controller, we are responsible for the safe management of your personal data in line with UK data protection laws.

Getting in Touch

If you have any questions or concerns about your privacy, or if you would like to discuss how we handle your information, please contact us:

- Email: info@boarshillhearing.co.uk
- Phone: 01865 410 715

What Personal Information We Collect

To provide you with high-quality hearing healthcare, we need to gather certain information about you. Here's what we typically collect:

- Your full name, home address, and ways to contact you (such as phone number or email)
- Date of birth
- Gender

Depending on your care, we may also need to record information about your hearing health or relevant medical history, but only where necessary for your treatment and wellbeing.

How We Use Your Information

Your personal data is used solely to provide our hearing services, manage appointments, and ensure your care is tailored to your needs. We may also use your information to contact you about your treatment or respond to your queries. We never sell your data or share it for marketing purposes.

Your Rights

You have the right to access the information we hold about you, ask for corrections if details are inaccurate, and request deletion where appropriate. If you would like to exercise any of these rights, please get in touch using the contact details above.

Raising Concerns

If you're not happy with how your information is being managed, we encourage you to contact us first so we can help. You may also contact the Information Commissioner's Office (ICO) for further guidance or to make a formal complaint.

We regularly review this policy to keep it up to date and ensure your privacy is respected at every step.

Who We Are

Boars Hill Hearing provides hearing healthcare services in Oxfordshire. For the purposes of data protection law, we are the Data Controller of your personal data.

If you have any questions about this policy or how your data is handled, please contact us:

- Email: info@boarshillhearing.co.uk
- Phone: 01865 410 715

The Information We Collect

Personal Information

- Name, address and contact details
- Gender
- Date of birth

Health & Clinical Information (special category data)

- Medical conditions, allergies and medical history
- Hearing and other medical requirements relevant to your care

Payment Information

- Card or bank details for payments and direct debits

Marketing & Website Information

- Contact details and marketing preferences
- Website usage data, collected via cookies

We collect this information directly from you, and automatically through cookies when you visit our website.

How We Use Your Information

We use your data to:

- Provide hearing assessments, treatment and patient care
- Maintain accurate clinical records
- Communicate with you about appointments, queries and complaints
- Process payments

- Send marketing updates, where you've agreed to this

Legal Basis for Processing

Under UK GDPR, we rely on:

For providing patient care and other goods

- Consent, and/or
- Contract — to deliver the services you've asked for

For marketing communications

- Consent — you can withdraw this at any time

For dealing with queries, complaints or claims

- Consent

How Long We Keep Your Data

Patient information is kept for a minimum of 7 years from the date of your last visit.

Sharing Your Information

We never sell your data. We may share it with:

- **Noah**, our cloud-based patient record system, which stores your patient records
- Other health providers, such as GPs and consultants, where relevant to your care

Duty of Confidentiality

We're subject to a common law duty of confidentiality. We'll only share your health information beyond the above where:

- you've given consent (implied for your care, or explicit for other uses)
- we have a legal requirement, such as a court order
- sharing is clearly in the public interest — for example, supporting the police in preventing serious crime
- required by the Health Service (Control of Patient Information) Regulations 2002 (England/Wales), or the equivalent NHS Scotland governance process

Cookies and Website Tracking

Our website uses cookies to improve your experience and understand how visitors use our site:

- **Strictly necessary cookies** — required for the website to work, and don't store personal information
- **Analytics cookies** — help us understand how the site is used, including your IP address, browser type and pages visited

- **Marketing cookies** — used, with your consent, to help us communicate with you about our services

You can manage or disable cookies through your browser settings.

Your Rights

You have the right to:

- Access the personal data we hold about you
- Correct inaccurate information
- Request erasure of your data
- Restrict or object to processing
- Withdraw consent at any time
- Request data portability

If you make a request, we'll respond within one month. To exercise any of these rights, contact us using the details above.

Automated Decision-Making

We do not use automated decision-making or profiling that significantly affects you.

Complaints

If you have any concerns about how we handle your data, please contact us first so we can try to resolve it.

You can also complain to the Information Commissioner's Office (ICO):

- <https://ico.org.uk/make-a-complaint>
- Phone: 0303 123 1113
- Address: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Updates to This Policy

We may update this policy from time to time. The latest version will always be available on our website.