

# Privacy Policy Statement for Broadway Foot Clinic

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Effective Date: 3rd October 2023

At Broadway Foot Clinic, we are committed to protecting your privacy and ensuring the security of your personal information. This Privacy Policy outlines how we collect, use, disclose, and protect your data within our private podiatry clinic and on our website.

You consent to the practices described in this policy by using our services or accessing our website.



## Information We Collect:

We may collect various types of personal information from you, including but not limited to:

- Contact Information:** Your name, address, phone number, and email address.
- Medical Information:** Your medical history, treatment records, and health insurance information.
- Payment Information:** Billing and payment details for services rendered.
- Website Data:** Information collected through cookies and similar technologies, including IP address, browser type, and browsing history.

## How We Use Your Information:

We use your personal information for the following purposes:

- Providing Services:** To offer podiatry care and related services, including appointment scheduling, diagnosis, and treatment.
- Billing and Payment:** To process payments, insurance claims, and invoices.
- Communication:** To respond to your inquiries, send appointment reminders, and provide updates related to your healthcare.
- Website Improvement:** To analyse website usage and enhance user experience.
- Legal Obligations:** To comply with legal requirements and protect our rights.

Information Sharing

## We may share your personal information with:

- Healthcare Providers:** Our podiatrists and healthcare professionals are involved in your treatment.
- Third-Party Service Providers:** Trusted partners who assist us with administrative, technical, or operational services.
- Legal Requirements:** When required by law or for legal proceedings.
- Your Consent:** With your explicit consent for purposes not covered in this Privacy Policy.



## **Data Security**

We employ strict security measures to protect your data from unauthorised access, disclosure, alteration, and destruction. Your information is stored securely and is accessible only to authorised personnel.

## **Sharing Information:**

Broadway Foot Clinic does not share your personal information with third parties without your explicit consent, except as required by law.

## **Cancellation Policy:**

Upon booking your first appointment with us, a deposit of 50% is required to secure your appointment slot. This deposit will be deducted from the total cost of your appointment at the end of your visit.

Please note that deposits are non-refundable. Please contact the clinic at least 24 hours in advance to cancel or reschedule an appointment. Please do so or attend your appointment with prior notice to avoid the forfeiture of your deposit.

In case of late cancellations (less than 24 hours' notice) or no-shows, the deposit will not be refunded.

We appreciate your understanding and cooperation in adhering to our cancellation policy.

## **Late Arrival:**

Please arrive on time for your appointment. Late arrivals may result in a shortened appointment duration to accommodate other patients scheduled after you.

Thank you for entrusting Broadway Foot Clinic with your podiatry needs. If you have any questions or concerns regarding our Data Policy or Cancellation Policy, please do not hesitate to contact us.

Your comfort and satisfaction are our top priorities.

## **Cookies and Tracking:**

Our website may use cookies and similar technologies to collect information about your browsing activities. You can manage your cookie preferences through your browser settings.



## **Your Rights**

You have the right to:

- Access your personal information.
- Correct inaccuracies in your data.
- Request the deletion of your data under certain circumstances.
- Object to the processing of your data for specific purposes.
- Withdraw consent if processing is based on your consent.

To exercise your rights or inquire about your data, please contact us using the information provided at the end of this policy.

## **Changes to This Policy**

We may update this Privacy Policy to reflect changes in our practices. We will notify you of any material changes through our website or other means.

## **Contact Us:**

Please contact us if you have any questions or concerns about our Data Policy or Cancellation Policy.

Your privacy and satisfaction are important to us, and we appreciate your trust in Broadway Foot Clinic for your podiatry needs.

Thank you for choosing us.

**Note:** Please ensure you review and understand our policies before scheduling an appointment or using our services. By doing so, you acknowledge and agree to abide by our Data Policy and Cancellation Policy.