



PREMIER ACUPUNCTURE'S PRIVACY STATEMENT

At Premier Acupuncture, your privacy is valued so this privacy notice provides you with the details of how I collect and process your personal data when you visit the Clinic.

Personal data means any information capable of identifying an individual.

Data Controller

The person with responsibility for data protection matters in Premier Acupuncture is

Natalie Ahern, Medical Acupuncturist Lic.Ac TCMCI ACI BFS (Hons) LIB

Email: enquiries@premieracupuncture.ie Phone: (086) 8171120

(referred to as "we", "us" or "our" in this Privacy Statement).

Type of Data collected

- Identity Data may include your first name, last name, date of birth and gender.
- Content Data may include your address, email address and telephone number
- Clinical Data may include any information you give regarding your health, symptoms, and any other information relevant to your care. Clinical data/data concerning health, is considered sensitive personal data, and is subject to additional protection under the GDPR.
- Communication Data may include any communication you send to us whether that be through our Contact section on our website, through email, text, social media messaging, social media posting or any other communication that you send us.
- Marketing Data may include your preferences in receiving marketing from premier acupuncture and your communication preferences.
- Technical Data may include your Internet protocol address, browser type and version, browser plug-in types and versions, time zone setting and location, operating system and platform and other technology on the devices you use to access this site.
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Why collect data/ purpose

1. Your name, address, telephone number and email address may be used to make and rearrange appointments.
2. Your date of birth may be used to help identify patients with the same name.
3. Your presenting complaint and symptoms, reported by you are used for the purpose of making a full Traditional Chinese Medicine (TCM) diagnosis, formulating treatment strategy and treatment planning.
4. Any relevant medical and family history you have reported is used for making a full TCM diagnosis, formulating treatment strategy and treatment planning.
5. A permanent attendance register is kept which records all appointments for patients attending the clinic to keep a record of when you were treated for tax purposes and to secure potential evidence in the event of a complaint to my regulatory body, the Acupuncture Council of Ireland or any insurance claim.
6. Communication data, is processed for the purposes of communicating with you, for record keeping and for the establishment, pursuance or defence of legal claims. Our lawful ground for this processing is our legitimate interests which are to reply to communications sent to us, to keep records and to establish pursue or defend any legal claims.
7. Marketing data including data about your preferences in receiving marketing from us and your communication preferences. We process this data to enable you to partake in our promotions such as competitions, prize draws, vouchers and free give-aways, to deliver relevant website and social media content and advertisements to you and measure or understand the effectiveness of this advertising. Our lawful ground for this processing is our legitimate interests which in this case are to study customer treatment preferences and to grow the business and to decide on our marketing strategy.
8. Technical data that includes data about your use of our website, length of visit to pages on our website, page views and navigation paths, details about the number of times you use our website, social media sites, time zone settings and other technology on the devices you use to access our website is captured by an analytics tracking system which is operated by our Web Hosting provider and all captured data related to our website is held by them on their servers. We have access to a limited subset of this data to enable us to analyse the general use of our website, in order to deliver relevant and effective website content and advertisement. See link also to Hosting Irelands Privacy Policy if you need further information. <https://www.hostingireland.ie/privacy-policy.php> . Our lawful ground for this processing is our legitimate interests which in this case are to enable us to administer our website and business and to grow the business and decide on a marketing strategy.

Data processing

I comply with my obligations under the GDPR by keeping personal data up-to-date; by storing and destroying it securely; by not collecting or retaining excessive amounts of data and by protecting personal data from loss, misuse, unauthorised access and disclosure.

Storage

All Clinical notes are stored on paper and kept in a secure and locked location that only Natalie Ahern LicAc TCMCI ACI BFS(Hons)LIB has access to.

Retention period

Your data will not be held longer than is necessary in accordance with legal obligations and business functions.

Your Rights

You have the right to:

- Information about the processing of your personal data;
- Obtain access to the personal data held about you;
- Ask for incorrect, inaccurate or incomplete personal data to be corrected;
- the right to lodge a complaint with Data Protection Commission;
- the right to withdraw consent at any time;

Complete list of rights are detailed on the European Commission website:

https://ec.europa.eu/info/law/law-topic/data-protection/reform/rights-citizens/my-rights_en

