

## Privacy Policy

**Last Updated: 1<sup>st</sup> February 2026**

At Gloucestershire Clean Ears, we are committed to protecting your privacy and ensuring that your personal information is handled in a safe and responsible manner. This Privacy Policy explains how we collect, use, share, and protect your personal data when you visit our website (<https://gloucestershirecleanears.com>) or use our services.

### 1. Who We Are

Gloucestershire Clean Ears is a professional ear care provider based in the United Kingdom. Our contact details are:

- **Address:** Gloucestershire Clean Ears, Room 6, The Health Hub, Sapphire Road, Bishops Cleeve, Cheltenham, GL52 7YU
- **Email:** [gloucestershirecleanears@gmail.com](mailto:gloucestershirecleanears@gmail.com)
- **Phone:** 07745 991031

### 2. Information We Collect

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

- **Personal Details:** Name, address, email address, phone number, and date of birth when you book an appointment, contact us, or register for our services.
- **Health Information:** Information about your ear and hearing health and medical history provided during consultations or assessments.
- **Website Usage Data:** Information about how you use our website, including IP address, browser type, pages visited, and time spent, collected via cookies or similar technologies.
- **Marketing Preferences:** Your preferences for receiving marketing communications from us.

### 3. How We Collect Your Information

We collect information in the following ways:

- **Directly from You:** When you fill out forms on our website, book appointments, or communicate with us via email, phone, or in person.
- **Automatically:** Through cookies and analytics tools when you visit our website (see our Cookie Policy for more details).

- **From Third Parties:** We may receive information from healthcare providers or partners with your consent, such as referrals from your GP.

#### 4. How We Use Your Information

We use your personal information for the following purposes:

- To provide ear and hearing care services, including appointments, assessments, and follow-up care.
- To manage and respond to inquiries or complaints.
- To send you appointment reminders or updates about our services.
- To send marketing communications (with your consent) about our services, promotions, or events.
- To improve our website and services through analytics and user feedback.
- To comply with legal obligations, such as maintaining records for healthcare regulations.

The legal basis for processing your data under UK GDPR includes:

- **Consent:** For marketing communications or certain health data processing.
- **Contract:** To fulfil our agreement to provide hearing care services.
- **Legal Obligation:** To comply with healthcare or data protection laws.
- **Legitimate Interests:** For improving our services or website functionality.

#### 5. Sharing Your Information

We may share your personal information with:

- **Healthcare Professionals:** With your consent, we may share relevant health information with other healthcare professionals (e.g., your GP or audiologist) to provide coordinated care.
- **Service Providers:** Third-party providers who assist with our operations, such as website hosting, payment processing, or analytics, under strict data protection agreements.
- **Legal Authorities:** If required by law or to protect our rights, safety, or property.

We do not sell or share your personal information for marketing purposes without your explicit consent.

## 6. Data Security

We implement appropriate technical and organizational measures to protect your personal information, including encryption, secure servers, and access controls. However, no online transmission is completely secure, and we cannot guarantee absolute security.

## 7. Data Retention

We retain your personal information only for as long as necessary to fulfil the purposes outlined in this policy or as required by law. For example:

- Health-related data is kept in accordance with UK healthcare regulations (typically 7 years after your last interaction).
- Website usage data is retained for up to 2 years for analytics purposes.

## 8. Your Rights

Under UK GDPR, you have the following rights regarding your personal information:

- **Access:** Request a copy of the personal data we hold about you.
- **Rectification:** Request correction of inaccurate or incomplete data.
- **Erasure:** Request deletion of your data in certain circumstances.
- **Restriction:** Request that we limit the processing of your data.
- **Objection:** Object to processing based on legitimate interests or for marketing purposes.
- **Data Portability:** Request a copy of your data in a structured, machine-readable format.

To exercise these rights, please contact us at [Your Contact Email]. We may need to verify your identity before processing your request.

## 9. Cookies and Tracking

Our website uses cookies to enhance your experience and analyse usage.

## 10. International Data Transfers

If we transfer your personal information outside the UK, we ensure it is protected by appropriate safeguards, such as Standard Contractual Clauses, in compliance with UK GDPR.

## 11. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for their privacy practices, and we encourage you to review their policies.

## **12. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated “Last Updated” date. Please check back periodically for updates.

## **13. Contact Us**

If you have any questions, concerns, or complaints about this Privacy Policy or our data practices, please contact us:

- **Address:** Gloucestershire Clean Ears, Room 6, The Health Hub, Sapphire Road, Bishops Cleeve, Cheltenham, GL52 7YU
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