

Privacy Policy

Last updated: October 2025

1. Introduction

YouFirstPhysio respects your privacy and is committed to protecting your personal data. This privacy policy explains how we collect, use, store, and share your information when you use our physiotherapy services, visit our website, or otherwise interact with us.

We comply with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

2. Who We Are

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

Data Protection Lead: Ciara Kidd

Business name: YouFirstPhysio

Address: The Space, Sterling House, Mill Road, Burston, Diss IP22 5TJ

Email: youfirstphysiotherapy@gmail.com

Phone: 07939195325

Website: <https://www.youfirstphysio.com/>

3. The Personal Data We Collect

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

A. Identity and Contact Data

- Full name
- Date of birth
- Address
- Email address
- Phone number
- Emergency contact details

B. Health and Medical Information

- Medical history and relevant health information
- GP or healthcare provider details
- Treatment notes and progress records

C. Financial and Transaction Data

- Payment information (processed via secure payment systems)
- Billing and invoicing details

D. Technical Data (if applicable)

- IP address, browser type, and website usage information (via cookies)

4. How We Collect Your Data

We collect data in the following ways:

- When you complete a new patient form or book an appointment
- During physiotherapy consultations and treatment sessions
- Through communications via email, phone, or our website contact form
- When you make payments for our services
- Automatically via cookies when you visit our website

5. How We Use Your Personal Data

We use your personal data to:

- Provide physiotherapy treatment and manage your care
- Communicate with you regarding appointments, updates, or follow-ups
- Process payments and manage billing
- Maintain accurate treatment and administrative records
- Comply with legal, regulatory, and insurance obligations
- Improve our services and patient experience

6. Lawful Bases for Processing

We process your data under the following lawful bases:

- **Contract:** to provide physiotherapy services to you.
- **Consent:** for processing health data or sending marketing materials.
- **Legal obligation:** to comply with healthcare regulations or accounting laws.
- **Legitimate interests:** to manage our business and improve services.

7. Sharing Your Data

We only share your personal data when necessary and in line with UK GDPR. This may include:

- Other healthcare professionals (with your consent)
- Your GP, insurer, or case manager (where relevant)
- Professional advisors (e.g., accountants, solicitors)
- Regulators such as the **Health and Care Professions Council (HCPC)** or **ICO**
- IT and software service providers who support our systems (under strict confidentiality agreements)

We **never sell your data** to third parties.

8. Data Retention

Your information is always stored securely, with multiple password protection.

YouFirstPhysio stores your data securely using the online software Cliniko.

Cliniko is practice management software for clinics and allied health practitioners which is widely used in the UK and internationally. Cliniko is used by YouFirstPhysio to manage our schedule, keep treatment records, send and track invoices or payments, and improve our business.

We retain your personal records for 7 years after your most recent appointment. We will then dispose your information safely.

9. Data Security

We take appropriate technical and organisational measures to protect your personal data from unauthorised access, loss, misuse, or disclosure.

This includes secure electronic systems, password protection, and restricted staff access.

10. Your Rights

Under UK data protection law, you have the following rights:

- **Access** – to request a copy of your personal data
- **Rectification** – to correct inaccurate information
- **Erasure** – to request deletion of your data (“right to be forgotten”)
- **Restriction** – to limit processing of your data
- **Data portability** – to request transfer of your data to another provider
- **Objection** – to object to processing (e.g., marketing)
- **Withdraw consent** – where processing is based on your consent

To exercise your rights, contact us at youfirstphysiotherapy@gmail.com

You also have the right to lodge a complaint with the **ICO** at <https://ico.org.uk/>.

11. Cookies

Our website may use cookies to improve your experience. You can control or disable cookies through your browser settings. For more details, see our **Cookie Policy**.

12. Updates to This Policy We may update this privacy policy from time to time. The latest version will always be available on our website and will include the date of the last revision.
