



## Privacy Notice for ACTIVATE Musculoskeletal Clinic ([www.mskclinic.co.uk](http://www.mskclinic.co.uk))

### Introduction

Welcome to ACTIVATE Musculoskeletal Clinic. We are committed to protecting the privacy and security of our patients' personal information in compliance with the General Data Protection Regulation (GDPR) and as per our obligations under the Care Quality Commission (CQC) and the Information Commissioner's Office (ICO) regulations.

### Data Collection and Processing

- **What We Collect:** We collect personal details such as your name, contact information, and health-related data, which includes medical history, diagnosis, treatment plans, and other relevant health information.
- **How We Collect Data:** Data is collected through various means, including your interactions on our website, during appointment bookings, and through direct communications with our clinic staff.
- **Purpose of Collection:** Your data is primarily used to provide you with healthcare services, manage your appointments, and for internal record-keeping. We also use this information to improve our services and website functionality.

### Data Sharing and Confidentiality

- **With Whom We Share Data:** We may share your information with healthcare professionals as part of your treatment plan, as well as with regulatory bodies as required by law.
- **Data Protection:** We employ high-standard security measures to ensure the confidentiality and integrity of your personal data, safeguarding it against unauthorized access, alteration, or destruction.

### Your Rights Under GDPR

- **Access and Control:** You have the right to access your personal data, request corrections, or ask for its deletion.
- **Consent and Withdrawal:** Where we use your data based on consent, you have the right to withdraw consent at any time.
- **Data Portability:** You can request the transfer of your data to another organization.

## **Compliance with Regulatory Authorities**

- **CQC and ICO Standards:** Our clinic adheres to the standards and regulations set by the Care Quality Commission and the Information Commissioner's Office, ensuring high levels of patient care and data protection.

## **Contact Information**

- **Queries and Requests:** For any inquiries related to your personal data, please contact our Data Protection Officer at [insert contact information].
- **Address and Contact Details:** Our clinic's locations and contact details are available on our website for further communication.

## **Amendments to This Notice**

- **Updates:** This privacy notice may be updated periodically to reflect changes in our practices. The most current version of the notice will always be available on our website.

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ACTIVATE | Musculoskeletal Clinic is the trading name for ZAF Orthopaedic Solutions Ltd

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