

DATE UPDATED

21/05/2018

Purposes for which we will use your personal data

Purpose/Activity	Type of data	Lawful basis for processing, and condition for processing special category data
To register you as a new customer	- Identity - Contact - Medical Data	- Performance of a contract with you - Necessary for the purposes of providing healthcare to patients (special category condition)
To provide healthcare treatment services to you including: - assessing your condition and implementing the correct care - engaging the right expert to create and implement the right treatment plan - to provide patients with a treatment plan - to provide medical correspondence regarding a patients care with their GP, Consultant referrer and/or third party professionals providing diagnostic screening services	- Identity - Contact - Medical Data	- Performance of a contract with you - Necessary for the purposes of providing healthcare to patients (special category condition)
To manage our business	- Identity	- Performance of a contract with you

<p>function including:</p> <ul style="list-style-type: none"> - Manage payments, fees and charges - Collect and recover money owed to us 	<ul style="list-style-type: none"> - Contact - Financial - Transaction - Marketing and Communications 	<ul style="list-style-type: none"> - Necessary for our legitimate interests (to recover debts due to us)
<p>To manage our relationship with you which will include:</p> <ul style="list-style-type: none"> - Notifying you about changes to our terms or privacy policy - Asking you to leave a review or take a survey 	<ul style="list-style-type: none"> - Identity - Contact - Profile - Marketing and Communications 	<ul style="list-style-type: none"> - Performance of a contract with you - Necessary to comply with a legal obligation - Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)
<p>To enable you to partake in a prize draw, competition or complete a survey</p>	<ul style="list-style-type: none"> - Identity - Contact - Profile - Usage - Marketing and Communications 	<ul style="list-style-type: none"> - Performance of a contract with you - Necessary for our legitimate interests (to study how customers use our products/services, to develop them and grow our business)
<p>To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)</p>	<ul style="list-style-type: none"> (a) Identity (b) Contact (c) Technical 	<p>Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise)</p> <p>Necessary to comply with a legal obligation</p>
<p>To use data analytics to improve our website, products/services, marketing, customer relationships and</p>	<ul style="list-style-type: none"> (a) Technical (b) Usage 	<p>Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)</p>

experiences		
To make suggestions and recommendations to you about goods or services that may be of interest to you	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile	Necessary for our legitimate interests (to develop our products/services and grow our business)