



ATROM MINDCARE

Treating with care

Privacy Policy

Effective Date: 23/09/2023

At Atrom Mindcare Limited (referred to as 'we,' 'us,' or 'our'), we are committed to protecting and respecting your privacy. This privacy policy outlines how we collect, use, store, and protect your personal data when you access our services, including online appointments, in compliance with the UK General Data Protection Regulation (GDPR) and the Data Protection Act 2018.

1. Information We Collect

We collect and process personal data when you interact with us through our website, book online appointments, or receive healthcare services from us. This includes:

- Personal Information: Name, contact details (email, phone number, address), date of birth, and any other details provided when creating an account or booking an appointment.
- Medical Information: Health data provided during consultations, medical records, prescriptions, and relevant health information.
- Payment Information: Payment details for our services.
- Technical Information: IP address, browser type, and device information (through cookies and similar technologies).

2. How We Use Your Information

We use your personal data for:

- Managing your bookings and online appointments.
- Providing healthcare services.
- Processing payments for services.
- Sending appointment reminders and communications regarding your treatment.
- Compliance with legal and regulatory obligations.
- Improving our website and services.



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3. Legal Basis for Processing

We process your personal data under the following legal bases:

- Consent: When you provide explicit consent for us to process your medical data.
- Contractual Obligation: When processing is necessary for providing healthcare services.
- Legal Obligation: To comply with legal and regulatory requirements.
- Legitimate Interests: For improving our services and operating our clinic.

4. Sharing Your Information

We will not share your personal data with third parties unless it is necessary for the following:

- Healthcare Providers: Sharing information with other professionals involved in your treatment.
- Payment Processors: Secure third-party processors for billing.
- Regulatory Bodies: Compliance with legal and regulatory requirements.
- Service Providers: Providers of IT, security, and administrative services.

5. Data Security

We take appropriate technical and organizational measures to protect your data, including encryption and secure storage, to prevent unauthorized access, alteration, or disclosure.

6. Data Retention

We retain your personal and medical data only as long as necessary for the purposes for which it was collected, in line with legal requirements for healthcare data retention.

7. Your Rights

You have the following rights concerning your personal data:

- Access: Request a copy of your personal data.
- Correction: Request corrections to inaccurate or incomplete data.
- Erasure: Request deletion of your data in certain circumstances.
- Restriction: Request restriction of processing in specific situations.
- Portability: Request transfer of your data to another provider.
- Objection: Object to certain types of data processing, such as direct marketing.



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8. Cookies

Our website, <https://www.atrommindcare.com> and <https://health.atrommindcare.com/en-gb/atrom-mindcare-adhd-clinic>, uses cookies to improve your experience and analyze traffic.

What Are Cookies?

Cookies are small text files placed on your device when you visit our website. They help us remember your preferences and provide a better user experience.

Types of Cookies We Use

- Necessary Cookies: Essential for website functionality.
- Performance Cookies: Help us understand how visitors interact with the website.
- Functional Cookies: Remember your preferences and settings.
- Advertising Cookies: Provide relevant ads based on your interests.

Managing Cookies

You can manage or delete cookies through your browser settings. For more information, visit www.allaboutcookies.org.

9. Changes to This Privacy Policy

We may update this privacy policy from time to time. Any updates will be posted on this page, and where necessary, we will notify you via email.

10. Contact Us

If you have any questions or concerns about this privacy policy or your personal data, you can contact us at:

- Atrom Mindcare Limited
- Address: The Civic Building - Regus, 323 High St, Epping, CM16 4BZ
- Email: contact@atrommindcare.com
- Website: <https://www.atrommindcare.com> and <https://health.atrommindcare.com/en-gb/atrom-mindcare-adhd-clinic>