



## **Privacy Policy**

Ace Vets

11<sup>th</sup> February 2026

Ace Vets is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, store, and protect your personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

### **1. Who We Are**

Ace Vets is a veterinary practice based in Cranham, United Kingdom.

Data Controller:

Ace Vets

12 Willow Parade, Moor Lane, Cranham, RM14 1DZ

Email: [cranham@acevets.net](mailto:cranham@acevets.net)

Telephone: 01708 579 433

ICO Registration Number: ZC091999

### **2. Information We Collect**

We may collect and process the following personal data:

#### **a) Client Information**

Full name

Address

Telephone number(s)

Email address

Payment and billing details

Insurance information

#### **b) Pet Information**

Pet name, breed, age, and medical history

Clinical records and treatment details



### c) Website Data

When you visit our website, we may collect:

IP address

Browser type and version

Pages visited

Cookies and usage data

### 3. How We Use Your Information

We use your personal data to:

Provide veterinary care and services

Maintain clinical records

Process payments and insurance claims

Communicate with you about appointments, reminders, and treatment

Respond to enquiries

Comply with legal and regulatory obligations

Improve our services and website

### 4. Legal Basis for Processing

We process your personal data under the following lawful bases:

Contractual necessity – to provide the veterinary services you request

Legal obligation – to comply with veterinary and financial regulations

Legitimate interests – to manage and improve our practice

Consent – where required (e.g., marketing communications)

### 5. Sharing Your Information

We may share your information with:



Veterinary laboratories and referral practices

Insurance companies (with your consent)

Payment processors

IT service providers

Regulatory bodies were required by law

We do not sell your personal data to third parties.

## 6. Data Storage and Security

We store your data securely using appropriate technical and organisational measures to protect against unauthorised access, loss, or misuse.

We retain clinical records in accordance with professional guidelines and legal requirements (typically a minimum of 6 years after the last treatment).

## 7. Cookies

Our website may use cookies to improve user experience and analyse website traffic. You can manage or disable cookies through your browser settings.

For more details, please refer to our Cookie Policy (if applicable).

## 8. Your Rights

Under UK data protection law, you have the right to:

Access the personal data we hold about you

Request correction of inaccurate data

Request erasure of your data (where legally permitted)

Restrict or object to processing

Data portability (where applicable)

Withdraw consent at any time

To exercise your rights, please contact us using the details above.



## 9. Complaints

If you have concerns about how we handle your data, please contact us first.

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO):

Information Commissioner's Office

Website: <https://ico.org.uk>

Helpline: 0303 123 1113

## 10. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on our website with an updated effective date.