

Olivine Clinic Ltd – Privacy and Cookies Policy

Last updated: October 2025

1. Introduction

This document explains how **Olivine Clinic Ltd** (“**Olivine Clinic**”, “**we**”, “**our**”, “**us**”) manages your personal information. We are committed to protecting your privacy and the information you share with us.

You may receive additional privacy notices in relation to specific services. These supplement (not replace) this Privacy Policy.

For the purposes of this notice, the terms *personal information* and *personal data* are used interchangeably.

2. About Olivine Clinic

Olivine Clinic Ltd is registered in **England and Wales (Company No. 15989410)**.

Registered address: **5 Hamslade Green, Poundbury, Dorchester, DT1 3DP**.

We are the **data controller**, responsible for determining how your personal information is obtained, stored, and used.

We recognise the particular sensitivity of your **medical and health information** and comply fully with:

- The **Data Protection Act 2018**
- The **UK GDPR**
- Professional guidance from the **General Medical Council (GMC)**, **British Medical Association (BMA)**, and **Faculty of Occupational Medicine (FOM)**

Our **Privacy Officer** is **Dr Mehrdad Bordbar Amirian**, who can be contacted at **contact@olivineclinic.co.uk**.

3. Scope of This Policy

This notice applies to:

OlivineClinic.co.uk

01305 602 959

5 Hamslade Green, Poundbury, DT1 3DP



- All patients and users of our healthcare and related services
 - Individuals contacting us through our **website**, by **email**, **phone**, or **in person**
 - Anyone who shares personal data with us through the website or online booking system (Semble)
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4. What Personal Information We Collect

We may collect and process the following information:

a. Basic Personal Information

- Name, date of birth, and contact details
- Address and postcode
- Emergency contact or next of kin details
- Financial or billing information (where applicable)
- Occupation

b. Special Category (Health) Data

- Details of your **current or past physical or mental health**
- Information about care you have received from us or other providers (e.g. NHS GPs, hospitals, clinics, or other healthcare professionals)
- Details of consultations, treatments, medications, investigations, and test results (including any images or documents shared)
- Genetic, biometric, or laboratory data
- Information about race, ethnicity, religion, or sexual orientation (if relevant to care)

c. Other People's Personal Information

If you provide us with personal information about another person (for example, an emergency contact), please ensure that they are aware of this privacy notice.

5. Why We Process Your Personal Information

We process your personal data under the following lawful bases:

Lawful Basis	Purpose
Contract	To deliver medical consultations, treatment, and associated healthcare services as agreed with you.
Legitimate Interests	To manage records, ensure quality assurance, audit, service improvement, and safeguard continuity of care.
Legal Obligation	To comply with UK laws and professional regulations (e.g. medical record retention, safeguarding, infection control).
Legal Claims	To establish, exercise, or defend legal claims.
Consent	For marketing communications or sharing information beyond what is required for care. Consent can be withdrawn at any time by contacting us.

6. How We Collect and Process Your Information

a. Collection

We collect data:

- Directly from you (through consultations, online bookings, forms, email, phone, or web enquiries)
- From other healthcare professionals or organisations involved in your care
- From authorised third parties such as insurers, laboratories, or NHS providers

b. Storage and Security

Your data is stored securely in electronic and/or paper format. We use technical and organisational measures to prevent loss, misuse, or unauthorised access.

c. Retention

We retain medical and administrative records **in accordance with the NHS Records Management Code of Practice for Health and Social Care:**

- **Medical and clinical records:** typically for **8 years after last treatment (or until the patient's 25th birthday, if seen as a child)**

After these periods, records are securely destroyed.

7. Sharing Your Personal Information

We share information only when necessary, limited to what is relevant and proportionate. We may share data with:

- Other healthcare providers and professionals (for referrals or collaborative care)
- Laboratories or diagnostic service providers
- IT service providers and secure data processors (including Semble)
- Regulators, safeguarding bodies, or commissioners (where legally required)
- Legal representatives or insurers (for claims or indemnity purposes)
- Emergency contacts, if appropriate
- Law enforcement or statutory agencies, when required by law

We do not transfer personal data outside the UK or EEA.

8. Communication

We may contact you via:

- Telephone or voicemail
- Email or SMS
- Post
- Online booking or secure messaging platforms

Messages may include appointment reminders, clinical follow-ups, invoices, and relevant health information.

Marketing emails are sent only with your explicit consent.

9. Surveys, Audits, and Research

We may invite you to take part in patient feedback surveys or quality improvement projects. Participation is **voluntary**, and responses are anonymised wherever possible.

We do not use your information for direct marketing or research without your explicit consent.

10. Data Breaches

We have safeguards in place to protect your information.

If a **data breach** occurs that risks your rights or freedoms, we will notify you and the **Information Commissioner's Office (ICO)** within the required timeframes.

11. Your Rights

You have the right to:

- Know whether we hold your personal data and how we use it
- Request access to your data
- Request correction of inaccurate information
- Request deletion where lawful
- Restrict or object to certain types of processing
- Request data portability (to transfer your data elsewhere)
- Withdraw consent (where applicable)

Requests can be made by emailing **contact@olivineclinic.co.uk**. We aim to respond within **one month**.

If you are dissatisfied with our response, you can contact the **Information Commissioner's Office (ICO)** via www.ico.org.uk.

12. External Websites

Our website may contain links to external websites.

We are not responsible for their privacy practices. Please read their privacy notices before providing any personal data.

13. Cookies Policy

What Are Cookies?

Cookies are small text files that help websites remember user preferences and analyse how visitors use the site.

Cookies We Use

Type	Purpose	Example
Strictly necessary	Required for website functionality and security	Session cookies
Analytical	Used to analyse site usage and improve user experience	Google Analytics
Functionality	Remember preferences such as contact form details	Preference cookies

We do **not** use marketing or targeting cookies.

Google Analytics

We use Google Analytics to understand how visitors use our site. The data collected is anonymous.

You can read Google's privacy policy at: <https://policies.google.com/privacy>.

Managing Cookies

When you first visit our site, a banner will ask whether you accept or reject non-essential cookies.

You can change your settings at any time via your browser.

14. Contact Us

Privacy Officer: Dr Mehrdad Bordbar Amirian

Email: contact@olivineclinic.co.uk

Address: Olivine Clinic Ltd, 5 Hamslade Green, Poundbury, Dorchester, DT1 3DP

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This policy is reviewed annually and updated as necessary.