PERSONAL INFORMATION AND YOUR PRIVACY

Privacy Notice

How Rehab Arts collects, uses, shares and protects your personal information.

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Your privacy matters

When you contact Rehab Arts or receive physiotherapy from us, you may share information about your identity, circumstances and health. We understand that this information is personal and sometimes highly sensitive. We handle it with care and use it for clear, relevant and lawful purposes connected with our services.

This Privacy Notice explains what information we collect, where it comes from, why we use it, when we may share it, how long we keep it and the rights available to you under UK data protection law.

This notice covers

Patients, prospective patients, people making enquiries, website visitors, and family members or carers who contact us or help arrange care.

In this notice

- Who Rehab Arts is and the laws that apply to our use of information.
- The personal information and health information we collect.
- Why and on what legal basis we use your information.
- Who may receive information and how we protect it.
- How we decide how long to keep information and the rights you can exercise.

01 Who we are

Rehab Arts provides home-visit physiotherapy and rehabilitation. For data protection purposes, Rehab Arts is the data controller for the information described in this notice. A data controller is the organisation that decides why and how personal information is used.

Our privacy contact: info@rehabarts.com | 07362 741889

02 The laws that apply

We handle personal information in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 (DPA 2018), and the Data (Use and Access) Act 2025 (DUAA), as applicable and in force. The Privacy and Electronic Communications Regulations 2003 (PECR) may also apply to cookies and electronic marketing.

The DUAA amends parts of the UK data protection framework. Its relevant provisions have come into force in stages, including new requirements for handling data protection complaints from 19 June 2026.

03 Who this notice applies to

This notice applies to current and prospective patients, people who contact us about physiotherapy, family members or carers who help arrange care, and visitors who use our website or contact channels.

It does not cover people applying for employment or contract work with Rehab Arts. Their information is covered by a separate Recruitment Privacy Statement. If we process information only on behalf of another organisation acting as the data controller, that organisation's privacy information and our written arrangements may also apply.

04 The information we collect

The information we collect depends on how you interact with us and what is needed to respond to you or provide care. We aim to collect information that is relevant and proportionate.

Category	Examples
Identity and contact	Name, date of birth, home address, postcode, email address and telephone number.
People involved in your care	Relevant details about a carer, family member, next of kin, emergency contact or representative.
Enquiries and appointments	Enquiry details, messages, appointment dates, attendance or cancellation information and service feedback.
Clinical and health information	Medical history, symptoms, injuries, diagnoses, surgery, medication, allergies, mobility needs, disability information relevant to care and rehabilitation goals.
Clinical records	Assessment details, questionnaires, clinical notes, treatment plans, progress notes, reports and relevant information from other health professionals.
Payment and insurance	Invoices, payment status, payer details and insurer, policy, authorisation or claim information where relevant.
Website and device information	IP address, browser and device details, pages visited, cookie identifiers and similar technical information, depending on the website tools and your settings.

Health information is specially protected

Information about your physical or mental health is special category personal data under the UK GDPR. It receives additional legal protection. We may need relevant health details to understand your needs, assess your condition, plan treatment and keep an accurate record of your care. We do not ask for health information that is unrelated to the service you are seeking.

05 How we collect information

Directly from you: through an enquiry, booking, email, telephone call, consultation, assessment or appointment.

From someone acting for you: for example, a family member, carer, parent, guardian or representative who is arranging care or communicating with your authority.

From healthcare professionals: where relevant and lawful, from your GP, referring clinician, previous physiotherapist or another professional involved in your care.

From insurers or payment parties: where needed to check cover, obtain authorisation, process a claim or arrange payment.

Through our website: from technical logs, cookies and similar technologies, subject to the tools actually used and your cookie choices.

06 How we use your information

We use personal information to respond to you, organise care, maintain appropriate clinical records and operate our physiotherapy service. Depending on the circumstances, this may include the following:

Purpose	How information is used
Enquiries and bookings	Respond to questions, discuss our services, arrange home visits, confirm appointments and take steps before treatment begins.
Assessment and treatment	Understand your needs, assess your condition, plan and provide physiotherapy, and document the care delivered.
Care coordination	Communicate with healthcare professionals involved in your care where appropriate and lawful.
Safety and safeguarding	Identify and respond to risks, protect patients or others, and make disclosures where required or permitted by law.
Payments and insurance	Issue invoices, record payments and, where relevant, check insurance details or administer authorisation and claims.
Service quality	Review feedback, respond to complaints and assess the quality and safety of our services. Where practical, use aggregated or anonymised information.
Legal and business duties	Meet applicable legal, accounting and regulatory responsibilities and establish, exercise or defend legal claims.
Website operation	Keep the website functioning, maintain security and manage cookie preferences and basic technical performance.

Service communications and marketing

We may contact you about enquiries, appointments, treatment arrangements, service changes, invoices and feedback. These are service communications. We do not use your clinical records to send unrelated marketing. If we send direct marketing, we will do so only where permitted by law, obtain consent where required and provide a simple way to opt out. You can ask us to stop marketing at any time; this will not stop essential communications about your care.

AI tools and recordings

Rehab Arts does not currently use AI tools to prepare clinical notes, and we do not record telephone calls or consultations. If this changes, we will explain the purpose, legal basis and safeguards before introducing the relevant practice, and we will update this notice where required.

Clinical responsibility

Your physiotherapy assessment, treatment plan and clinical decisions are handled by an appropriate healthcare professional. We do not use AI tools to prepare clinical notes.

07 Our lawful bases for using information

The UK GDPR requires us to identify a lawful basis under Article 6 for each purpose for which we process personal data. Where we use health information or other special category data, we must also meet an applicable condition under Article 9 and any additional requirements in the DPA 2018.

Lawful basis	When it may apply
Contract - Article 6(1)(b)	To respond to your request, take steps before an appointment or service agreement, arrange treatment and provide the services you ask us to provide.
Legal obligation - Article 6(1)(c)	Where processing is necessary to comply with a legal duty, such as applicable accounting, tax or other legal requirements.
Legitimate interests - Article 6(1)(f)	To manage and improve our service, maintain business records and security, respond to complaints and establish or defend legal claims. We consider your rights and interests before relying on this basis.
Vital interests - Article 6(1)(d)	Where processing is necessary to protect your life or the life of another person, for example in an emergency.
Consent - Article 6(1)(a)	For optional activities where consent is the appropriate basis, such as certain marketing communications or non-essential cookies. You can withdraw consent at any time.

Processing health information

For health and social care, we may rely on Article 9(2)(h) UK GDPR where processing is necessary for the provision of healthcare or treatment, subject to the required safeguards. In the UK, this is linked to Schedule 1, Part 1, Condition 2 of the DPA 2018. The condition requires the relevant professional confidentiality safeguards to be met, including that the information is processed by or under the responsibility of a professional subject to an obligation of professional secrecy.

The precise Article 6 basis and Article 9 condition depend on the purpose and circumstances. We only process health information where it is necessary for care or another lawful purpose, and we aim to limit the information used to what is relevant.

Your choice matters

Where we rely on consent, you may withdraw it at any time. Where we rely on another lawful basis to provide healthcare or meet a legal duty, withdrawing consent to an optional activity will not affect that separate processing.

Information from other sources

If we receive information about you from a GP, referrer, insurer, family member, carer or another source, we will use it only where relevant and lawful. We will provide the required privacy information within the time limits that apply, unless a legal exception applies.

08 Who we may share information with

We do not sell your personal information. We may share relevant information where needed to provide your care, administer our services, meet a legal obligation or protect someone's safety. Depending on the circumstances, recipients may include:

- Your GP, referring clinician or other healthcare professionals involved in your care.
- A family member, carer, guardian or representative where you have authorised their involvement or another lawful basis applies.
- A private medical insurer or payment party where relevant to treatment cover, authorisation, billing or claims.
- Service providers supporting our website, communications, appointment administration, payment processing, IT or information storage. They may process information only for appropriate service purposes and under suitable data protection arrangements.
- Regulators, courts, law enforcement agencies or public authorities where disclosure is required or permitted by law.
- Emergency or safeguarding services where sharing is necessary to protect you or another person.

We aim to share only the information that is relevant and necessary for the particular purpose. Where appropriate, we will explain who information is being shared with and why.

09 Safeguarding and disclosures

The safety and wellbeing of patients and others are important. If we identify a concern about abuse, neglect, exploitation, serious harm or another safeguarding risk, we may need to share relevant information with an appropriate safeguarding team, healthcare professional, emergency service or public authority.

In some circumstances, information may be shared without your consent where there is a lawful basis to protect someone from serious harm, respond to an emergency or comply with a legal obligation. We will consider the circumstances and aim to disclose only what is necessary.

10 How we protect your information

We take appropriate technical and organisational measures designed to protect personal information against accidental loss, destruction or damage, and against unauthorised or unlawful access, use or disclosure. Access to information is limited to people who need it for an authorised purpose.

We expect people who handle information for Rehab Arts to respect its confidentiality. Where a service provider processes personal data on our behalf, we take appropriate steps to require it to protect the information and use it only for authorised purposes. No method of electronic storage or transmission is completely risk-free, but we aim to apply safeguards that are proportionate to the nature of the information and the risks involved.

11 Where information is stored

Rehab Arts does not currently store patient information outside the United Kingdom. If our systems or service providers change and an international transfer becomes necessary, we will ensure that the transfer is lawful, put the required safeguards in place and update this notice as appropriate.

12 Cookies and website technologies

Our website may use essential cookies or similar technologies to make the site work and protect its functionality. If we use analytics or other non-essential cookies, we will seek your permission where required and provide a way to manage your choices.

You can also manage cookies through your browser settings. The cookies actually used, their providers, purposes and lifetimes should be explained in the website cookie information and consent controls. The PECR rules apply to certain storage or access technologies on your device, alongside the UK GDPR where personal data is involved.

13 How long we keep your information

We do not apply one fixed retention period to every type of information. We keep personal information only for as long as it is needed for the purpose for which it was collected. When deciding how long to keep a record, we consider:

- Whether the information is still needed to provide care, maintain continuity or respond to a question about treatment.
- The nature and sensitivity of the information and the risks of keeping it for longer than necessary.
- Applicable legal, professional, regulatory, accounting and insurance requirements.
- The period for which information may be needed to investigate a complaint or establish, exercise or defend a legal claim.
- Whether the purpose can be met by deleting, minimising or anonymising the information.

We review whether information is still needed and securely delete it or irreversibly anonymise it when it is no longer required, unless we must retain it for a legal or other permitted reason. Information held in backups may remain until it is overwritten or deleted under the relevant backup arrangements.

How this works in practice

Clinical records may need to be retained for longer than a simple enquiry because they support continuity of care and may be relevant to professional, legal or complaint-handling responsibilities. Financial, appointment, website and correspondence records are assessed according to their own purposes and applicable requirements.

We will not keep information indefinitely just because it has been collected. The criteria above guide our retention decisions and the secure disposal of records.

14 Your data protection rights

Under data protection law, you may have the following rights in relation to personal information we hold about you. The rights available depend on the circumstances and the lawful basis we use.

Your right	What it means
Right to be informed	To understand how and why your information is collected and used.
Right of access	To request a copy of the personal information we hold about you.
Right to rectification	To ask us to correct inaccurate or incomplete information.
Right to erasure	To ask us to delete information in certain circumstances. This right is not absolute, particularly where records must be retained for healthcare or legal reasons.
Right to restrict processing	To ask us to limit the way we use your information in certain circumstances.
Right to data portability	To receive information you provided in a structured, commonly used and machine-readable format, where the right applies.
Right to object	To object to processing based on legitimate interests and to direct marketing. We will explain the outcome and any applicable legal grounds.
Right to withdraw consent	To withdraw consent where we rely on it. This does not affect processing carried out before consent was withdrawn.

Making a request

To exercise a right, email info@rehabarts.com or call 07362 741889. Please tell us what information or right your request concerns. We may ask for reasonable information to verify your identity or confirm the authority of someone acting for you. Please do not send detailed health information through a public or insecure channel.

We will respond without undue delay and normally within one month of receiving a valid request. Where a request is complex or we receive a number of requests, the law may allow an extension of up to a further two months. If an extension is needed, we will tell you within the first month and explain why. If we reasonably need more information to identify the records or processing you are asking about, the response period may be paused while we obtain it.

15 Data protection complaints

If you are concerned about how we have used your personal information, you can make a data protection complaint directly to Rehab Arts by email or telephone using the contact details in this notice. Please describe your concern and, if possible, tell us what outcome you are seeking. Avoid sending detailed health information through an insecure public channel.

We will acknowledge receipt of a data protection complaint within 30 days, make appropriate enquiries without undue delay, keep you informed as appropriate and tell you the outcome. These steps reflect the complaint-handling requirements introduced by the DUAA.

You can also complain to the Information Commissioner's Office (ICO), the UK's independent data protection regulator. You do not have to contact Rehab Arts first.

Information Commissioner's Office (ICO): https://ico.org.uk/ | Make a complaint: https://ico.org.uk/make-a-complaint/ | Telephone: 0303 123 1113

16 Changes to this notice

We may update this Privacy Notice to reflect changes in our services, how we use information, our suppliers or systems, or data protection law. The latest version will be published on our website with its updated date. If we plan to use personal information for a new purpose, we will provide the information required by law before starting that use.

CONTACT AND QUESTIONS

Contact Rehab Arts

If you have a question about this notice, want to exercise a data protection right, or wish to raise a privacy complaint, please contact us using the details below.

ORGANISATION	**Rehab Arts**
EMAIL	**info@rehabarts.com**
TELEPHONE	**07362 741889**

A note about your information

Please contact us if you believe information we hold is inaccurate, if your contact details change, or if you would like to understand how your information is being used. We will treat privacy enquiries with care and handle them in line with applicable data protection requirements.

Further information

Further information about data protection rights and the UK regulatory framework is available from the Information Commissioner's Office at https://ico.org.uk/ and from legislation.gov.uk.

Rehab Arts | Recovery Made Personal.