



Privacy Policy

podmarlow.co.uk

Last updated: 14 April 2026

1. Who We Are

This Privacy Policy explains how Pod Marlow collects, uses, stores and protects your personal information when you visit our website (www.podmarlow.co.uk), contact us, or receive treatment at our clinics.

Practice name: Pod Marlow

Clinic locations: 53 Little Marlow Road, Marlow, Buckinghamshire SL7 1HJ | 52 Marlow Bottom, Marlow, Buckinghamshire SL7 3NB

Telephone: 01628 477377

Email: info@podmarlow.co.uk

Website: www.podmarlow.co.uk

Pod Marlow is the Data Controller for the purposes of the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

2. What Personal Data We Collect

We may collect the following categories of personal data:

Contact and Identity Information

- Full name
- Home address
- Telephone number(s)
- Email address
- Date of birth

Health and Medical Information

Because we provide healthcare services, we collect and process special category data under UK GDPR Article 9. This includes:

- Medical history and current health conditions
- Medication details
- Clinical notes, diagnoses and treatment records
- Biomechanical assessment data
- Video gait analysis recordings
- Pressure scan and foot scan data
- Orthotic prescriptions
- Referral letters and correspondence with other healthcare providers

Financial Information

- Payment records (we do not store full card details)
- Invoices and receipts

Website Usage Data

- IP address and browser type
- Pages visited and time spent on the site
- Cookies (see Section 8)
- Enquiries submitted via the contact form

3. How We Collect Your Data

We collect your personal data in the following ways:

- Directly from you when you book an appointment by phone or email
- When you complete a patient registration or medical history form at the clinic
- During your clinical assessment and treatment
- When you contact us via the website contact form or by email
- Automatically through our website via cookies and analytics tools
- From other healthcare providers who refer you to us, with your consent

4. Legal Basis for Processing

We rely on the following lawful bases to process your personal data:

Provision of healthcare (UK GDPR Art. 9(2)(h)): Processing health data is necessary to provide podiatry, sports injury and chiropody services, and for the management of healthcare systems and services.

Contract (UK GDPR Art. 6(1)(b)): Processing is necessary to fulfil our contract with you (i.e. to deliver the treatment you have booked).

Legitimate interests (UK GDPR Art. 6(1)(f)): For administrative purposes such as appointment reminders, billing and maintaining patient records.

Legal obligation (UK GDPR Art. 6(1)(c)): We may be required to retain certain records to comply with professional regulatory obligations (e.g. Health and Care Professions Council standards) or applicable law.

Consent (UK GDPR Art. 6(1)(a) and Art. 9(2)(a)): For marketing communications, sharing data with third-party referrers, or any other processing not covered above. You may withdraw consent at any time.

5. How We Use Your Data

We use your personal data for the following purposes:

- To book, manage and administer your appointments
- To provide clinical assessment, diagnosis and treatment
- To maintain accurate and up-to-date patient records
- To process payments and issue invoices
- To send appointment reminders and follow-up communications
- To refer you to other healthcare professionals where clinically appropriate
- To respond to enquiries submitted via our website or by telephone
- To improve our website and services through anonymised analytics
- To comply with our professional and legal obligations
- To send you information about our services (only where you have consented)

6. Sharing Your Data

We will not sell, rent or trade your personal data. We may share it only in the following limited circumstances:

- With other healthcare professionals involved in your care (e.g. GPs, consultants), with your consent

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- With our IT service providers and practice management software suppliers, who are bound by data processing agreements
 - With payment processors, solely to process your payment
 - With regulatory bodies (e.g. HCPC) where we are legally required to do so
 - With legal advisors or authorities where required by law or court order

Any third parties with whom we share your data are required to handle it securely and in accordance with UK GDPR.

7. How Long We Keep Your Data

We retain personal data only for as long as necessary. Our retention periods are guided by professional healthcare standards and legal requirements:

- Adult patient records: a minimum of 8 years from the date of last treatment
- Children's patient records: retained until the patient's 25th birthday (or 26th if treatment was at age 17), in line with NHS guidance
- Financial records: 7 years for tax and accounting purposes
- Website enquiry data: 12 months, unless you become a patient

After the applicable retention period, records are securely deleted or destroyed.

8. Cookies

Our website (www.podmarlow.co.uk) uses cookies to help it function correctly and to understand how visitors use the site. Cookies are small text files stored on your device.

Types of Cookies We Use

- Strictly necessary cookies – required for the website to function and cannot be switched off.
- Analytics cookies – used to collect anonymous data about how visitors navigate the site (e.g. Google Analytics). These cookies do not identify you personally.

On your first visit, you will be asked to give consent for non-essential cookies. You can change your cookie preferences at any time through your browser settings. Please note that disabling cookies may affect the functionality of the website.

9. Data Security

We take the security of your personal data seriously and have implemented appropriate technical and organisational measures to protect it against unauthorised access, loss, alteration or disclosure. These measures include:

- Secure storage of paper patient records in locked filing cabinets
- Password-protected computer systems with up-to-date antivirus software
- Encrypted email communications where sensitive data is transmitted
- Restricting access to personal data to authorised staff only
- Regular staff training on data protection

In the event of a data breach that is likely to result in a risk to your rights and freedoms, we will notify the Information Commissioner's Office (ICO) within 72 hours and inform you where required.

10. Your Rights

Under UK GDPR, you have the following rights regarding your personal data. To exercise any of these rights, please contact us using the details in Section 11.

Right of access: You can request a copy of the personal data we hold about you (known as a Subject Access Request).

Right to rectification: You can ask us to correct inaccurate or incomplete data.

Right to erasure: In certain circumstances, you can ask us to delete your data. Note this right may be limited where we are required to retain data for clinical or legal reasons.

Right to restrict processing: You can ask us to limit the way we use your data in certain circumstances.

Right to data portability: Where processing is based on consent or contract and carried out by automated means, you can request your data in a portable format.

Right to object: You can object to processing based on legitimate interests, including direct marketing.

Rights related to automated decision-making: We do not use automated decision-making or profiling that has a significant legal or similar effect on you.

Right to withdraw consent: Where we rely on your consent to process data, you can withdraw it at any time without affecting the lawfulness of prior processing.

We will respond to all requests within one calendar month. There is no charge for exercising your rights unless a request is manifestly unfounded or excessive.

11. How to Contact Us

If you have any questions about this Privacy Policy, wish to exercise your rights, or have a concern about how we handle your data, please contact us:

Post: Pod Marlow, 53 Little Marlow Road, Marlow, Buckinghamshire SL7 1HJ

Email: podmarlow@gmail.com

12. Right to Complain to the ICO

If you are not satisfied with our response to a data protection concern, or if you believe we are not handling your data in accordance with the law, you have the right to lodge a complaint with the Information Commissioner's Office (ICO):

ICO website: www.ico.org.uk

Helpline: 0303 123 1113

Post: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF

We would however appreciate the opportunity to address your concerns before you approach the ICO, so please contact us in the first instance.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. The most current version will always be available on our website at www.podmarlow.co.uk. We encourage you to review this policy periodically.

*This policy was last updated on **14 April 2026**.*