



Privacy Policy

This privacy policy explains how Active Potential Therapy uses and protects any information that it holds in relation to its clients.

We are committed to ensuring that your privacy is protected. When we require you to provide personal data and information, you can be assured that it will only be used in accordance with this policy.

Any changes made to this policy will be updated and published here. Please check this policy from time to time to ensure that you are happy with any changes.

What we collect

We collect the following information through our patient consent form:

- Your name, date of birth and address
- Contact information including telephone number and email address
- Your GP name and practice
- Details of your medical history
- Any sport or physical activity you undertake
- How you heard about us

Why we need this information

We require the information listed above for the following reasons:

- To understand your needs and provide you with the most suitable treatment
- To ensure your therapist is aware of any medical conditions or information that may affect your treatment
- To contact you about your appointments when required (such as when a therapist isn't available or a change of appointment time is necessary)

What we do with the information we gather

When you attend your first appointment, you are required to complete a consent form and provide the information listed above. We store this information on our practice management software, which is accessible only by employees. Your consent form is stored securely inside a locked filing cabinet.

The day before each appointment you will receive an automated reminder email stating the time, date and therapist for your appointment.



After each appointment your therapist may make notes on your current treatment situation and the treatment provided. This is for recordkeeping purposes and ensures continuity each time you attend. It also ensures that if you are seen by more than one therapist, each therapist will understand your situation and be able to continue treatment efficiently.

Patient notes are recorded by your therapist in hard copy form and then processed electronically and stored on our practice management software. All such information remains confidential at all times.

From time to time, we may need to contact you with regards to a booked appointment. We will use only the contact details you have provided in order to reach you.

We have a mailing list stored on a private MailChimp account that we use to send promotional emails about our services, special offers, news and information which we think you may find interesting. You will only receive these emails from us if you have given express permission to receive promotional emails. This consent may have been given by ticking the relevant box on your consent form, by signing up to our mailing list through our website or by providing your email address for this purpose at an event.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place physical, electronic and managerial procedures to safeguard and secure personal data and information.

Controlling your personal information

When you complete your consent form, you can opt out of receiving promotional emails by leaving the relevant box unchecked. You will only receive promotional emails from us if you expressly tick this box.

If you have previously agreed to us sending you promotional emails, you may change your mind at any time by emailing us at info@activepotentialtherapy.com. We will then remove your email address from our mailing list.

We will not pass on your personal information to third parties unless we have your permission or are required by law to do so.

You may request details of personal information which we hold about you under the Data Protection Act 1998.

If you believe that any information we are holding on you is incorrect or incomplete, please email us as soon as possible at the above address. We will correct any information found to be incorrect.