## Privacy Policy

## Thank you for using Results Align Chiropractic!

## We believe that health is on a scale, not just good and bad. We are always striving to improve that health for anyone we have contact with. Our mission is to help you improve your health, achieve your goals and do what you love. To do that we show you personalised content and ads we think you will be interested in based on information we collect from third parties.

## We only use information where it is legal. We wrote this to help you understand the information we collect, why we collect it and how we use it.

## Below we have tried our best to break down the information so it isn’t a load of jargon! Any questions please do get in touch!

## 1. Introduction

## 1.1 This is our privacy policy. It tells you how we collect and process data received from you on our site.1.2 If you have any comments on this privacy policy, please email them tosupport@resultsalign.co.uk 1.3 (We, Us, Our) is the data controller in respect of your use of the website outlined below, and we are committed to protecting and respecting your privacy. (Them, They, Person, Agency, Body) is the data processor in respect of your use of personal data on behalf of the controller.1.4 A copy of this policy is available on our website[www.resultsalign.co.uk](http://www.resultsalign.co.uk) 1.5 We may amend this policy from time to time by updating Our Site and suggest you check back occasionally to ensure you are aware of any amendments, as by continuing to use our site you are deemed to agree to any such amendments.1.6 This policy together with our terms of business as set out at[www.resultsalign.co.uk](http://www.resultsalign.co.uk) (Terms) and any additional terms incorporated by reference into the Terms, (together referred to as Our Terms of Business) applies to your use of: Our services, products; and our site

## These policies explains how we will process any personal data We collect from you, or that you provide to Us. Please read it carefully.

## Who We Are2.1 Here are the details that the Data Protection Act 1998 says we have to give you as a ‘data controller’: Our site is: www.resultsalign.co.uk Our company name is: Results Align LtdOur trading address is: 21-27 Ock Street, Abingdon, OX145AJOur registered address is 21-27 Ock Street, Abingdon, OX145AJ

## What We May Collect3.1 We may collect and process the following data about you: information you put into forms or surveys on our site at any time. This includes information provided at the time of registering to use our site, subscribing to our service, posting material or requesting further services. We may also ask for your information when you report a problem with our site; a record of any correspondence between us; details of transactions you carry out through our site; details of your visits to our site and the resources you use3.2 information about your computer (e.g. your IP address, browser, operating system etc) for system administration and to report aggregate information to our advertisers. This is statistical data about our users’ browsing actions and patterns and does not identify any individual.3.3 Please note that we do not store credit card details, our third party practice hub stores them securely through ‘stripe’ and we do not share customer details with any third parties without the customer’s consent.3.4 . When you give it to us or give use permission to obtain itWhen you sign up for or use Results Align Chiropractic, you give use certain information voluntarily. This includes your name, email address, phone number, comments, and any other information you give us. You can also choose to share with us location data. If you buy something or book as a new client on Results Align, we collect payment information, contact information (address and phone number) and details of what you bought.3.5 If you buy something for someone else on Results Align, we collect their delivery details and contact information.3.6 If you link your Facebook or Google account or accounts from other third party services to Results Align, we also get information from those accounts (such as your friends or contacts). The information we get from those services depends on your settings and their privacy policies, so please check what those are.3.7 We also get technical information when you use Results AlignWhenever you use any website, mobile application or other internet service, certain information gets created and logged automatically.The same is true when you use Results Align.3.8 Here are some of the types of information we collect: Log data. When you use Results Align, our servers record information (“log data”), including information that your browser automatically sends whenever you visit a website, or that your mobile app automatically sends when you’re using it. This log data includes your Internet Protocol address, the address of and activity on websites you visit that incorporate Results Aligns features (like the learn more, searches, browser type and settings, the date and time of your request, how you used Results Align Chiropractic, cookie data and device data.3.9 Submitted Information online and in the centre: information that you provide, by filling in forms, clicking on icons, buttons and ads. This includes information provided at the time of purchasing Our services or registering on Our Site. We may also ask you for information when you report a problem.3.10 We may also ask you to complete surveys that We use for research purposes, although you do not have to respond to them; Details of transactions you carry out through Our Site and of the fulfilment of your orders, subscriptions or purchases through our practice hub. This data will include your name and contact details, potentially sensitive data including but not limited to health data, biometric data, genetic etc and details of any transactions.3.11 We require this data lawfully to meet and comply with legal obligations and for the administration of our services and products to provide you with the most accurate assessment, clinical impression and plan or service.3.12 Details of your actions and visits to Our Site including, but not limited to, traffic data, location data, web blogs and other communication data, whether this is required for Our own billing purposes, admission of services and products or otherwise and the resources that you access3.13 Data provided for the purposes of Our services, including sensitive personal data such as health information, which we process with your express permission based on you submitting it either via contact, on the phone, or online forms.  When providing quotes we rely on the lawful basis of data used to process and provide quotes and booking and further information to use and engagement of our products and services.3.14 As chiropractors we are also statutory regulated meaning we lawfully have to keep your medical records in you engage with us as a client for a minimum 8 years. General Chiropractic Council3.15 In some circumstances we may need to process data to protect someone’s life. An example of this would be something malignant showing up on x-rays and reporting to the primary health care professional like G.P.3.16 Device information. In addition to log data, we collect information about the device you’re using Results Align chiropractic on, including the type of device, operating system, settings, unique device identifiers and crash data that helps us understand when something breaks. Whether we collect some or all of this information often depends on what type of device you’re using and its settings. To learn more about what information your device makes available to us, please also check the policies of your device manufacturer or software provider3.17 Our partners and advertises share information with us: We also get information about you and your activity outside Results Align from our affiliates, advertisers, partners, agencies and other third parties we work with, or other publicly available sources. For example, Some websites or apps use Results Align Chiropractic such as. If so, we collect log data from those sites or apps.3.18 Online advertisers or third parties share information with us to measure or improve the performance of ads on Results Align, or to figure out what kinds of ads to show you. This includes information about your visits to an advertiser’s site or purchases you made from them, or information about your interests from a third party service, which we might use to help show you ads. For example Facebook, Instagram and Google advertising may help us gather data to help direct specific ads.

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## 4. Cookies4.1 Cookie data.  We also use “cookies” (small text files sent by your computer each time you visit our website, unique to your browser) or similar technologies to capture log data. When we use cookies or other similar technologies, we use session cookies (that last until you close your browser) or persistent cookies (that last until you or your browser delete them).4.2 For example, we use cookies to store your language preferences or other settings so you don‘t have to set them up every time you visit Results Align Chiropractic. Some of the cookies we use are associated with your visit (including information about you, such as the email address you gave us) and other cookies are not.4.3 We use cookies to distinguish users and improve our site. Please look at our Cookie Policy for more cookie information

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## 5. What we do and How we use the info we collect5.1 We use information about you to: present site content effectively to you; provide information, products and services that you request, or (with your consent) which we think may interest you; carry out our contracts with you; allow you to use our interactive services if you want to; tell you about charges to our service.5.2 tell you about other goods and services that might interest you. We will also let selected third parties do this, and we (or they) may contact you about these.5.3 If you are already our customer, we will only contact you by either electronic means or paper (e-mail, SMS, phone or post) with information about goods and services similar to those which you have already obtained from Us.5.4 If you are a new customer and where we permit selected third parties to use your data, you will only be contacted if you agree to it first.5.5. If you don’t want to be contacted for marketing purposes, or you do not wish us to pass your details on to third parties for marketing purposes, please tick the relevant box that you will find on the screen when we collect your data.5.6 Please note: we don’t identify individuals to our advertisers, but we do give them aggregate information to help them reach their target audience, and we may use the information we have collected to display advertisements to that audience.5.7 We use the information we collect to provide the Service to you. We commit to showing you content that’s relevant, interesting and personal to you.5.8 In order to do that, it’s necessary for us to use your information to: Identify you when you use Results Align, and process your transactions.5.9 Recommend content, offers, gifts, products you might like based on your activity on Results Align. For example, if we see you’re into our pregnancy content we may push more of that type of content we think you might like or show you pregnancy specific ads for our services.5.10 Respond to your questions or comments.5.11 In addition and for similar reasons, we have a legitimate interest in using your information in these ways. It is also fundamental to the nature of the Service we provide. In short, it’s necessary for us to do these things in order to make the Service relevant, interesting and personal to you, and it’s in both of our interests for us to do that.5.12 We may use this information to understand your needs and provide you with a better service, and in particular for the following reasons: We only use sensitive personal data obtained from our services to supply these services to you. We will not use this data for any other reason except as expressly indicated in this section, and under the disclosure of the information section below.5.13 We also have a legitimate interest to improve Results Align to maintain our relationship with you, and protect you. We both benefit when we use your information to: To supply to you our services, and to process your payments, manage HR functions, manage Marketing & Sales functions for our organization5.14 We may also provide personal and sensitive personal data to Our sub-contractors, and Employees such as Your name, telephone number and health records in order that they can provide the services.5.15 For statistical purposes and analysis for management purposes in order to administer Our Site or improve our products and services.5.16 Internal record keeping, and administrative purposes, and to inform you about Our events, services or products, or other related information that We think would be of interest to you.5.17 To communicate marketing messages, newsletters and details of our business or the businesses of carefully-selected third parties which We think may be of interest to you by post or email or similar technology (you can inform Us at any time if you no longer require marketing communications, see below).5.18 From time to time, We may also use your information to contact you for market research purposes or to customise the application according to your interests.5.20 Conduct analytics on who is using Results Align and what they are doing. For example, by logging how often people use two different versions of a feature on Results Align we can understand which version is better.5.31 When we Improve and offer new things we may send you updates and news by email or push notification, depending on your preference. For example, we send weekly updates you may like. You can decide to stop getting these notifications by updating your subscription to unsubscribe.5.32 Work with law enforcement and keep Results Align safe. We may get requests for account information from law enforcement authorities like the police or courts when it’s in public interest.5.33 We have a legitimate interest in delivering content, offers, emails, landing pages that are relevant, interesting and personal to you in order to provide you value and to generate revenue.5.34 To further these interests we use the information we collect to: Decide which ads to show you. We customize the ad content we show you by identifying your interests based on your onsite and offsite activities, as well as by using the information we receive from ad partners or other third parties.5.35 Where we use cookies to identify your offsite interests, we will obtain consent where required as described in more detail below. Where ad partners or other third parties share information with us about you, we rely on the consent they have obtained.5.36 We have a legitimate interest in using the information we collect to customize your experience based on your offsite behaviour. When we identify your interests based on your offsite behaviour with cookies, we will obtain any consent we may need.5.37 In addition to the specific circumstances above, we’ll only use your information with your consent in order to: Send you marketing materials by email, text, phone or push notification, depending on your preferences. Each time we send you marketing materials, we give you the option to unsubscribe.5.38 We’ll also rely on your consent where we use cookies to: Identify you across different browser sessions.5.39 Where we store your data and transferring your information: The data that We collect from you may be transferred to and stored at, a destination outside the European Economic Area (EEA). It may also be processed by staff operating outside the EEA who work for Us. These staff may be engaged in the fulfilment of your request, order or reservation, the processing of your payment details and the provision of support services.5.40 By submitting your personal data, you authorise us to transfer, store and process your information outside your home country, for the purposes described in this policy. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.5.41 Where We have given you (or where you have chosen) a password that enables you to access certain parts of Our Site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.5.42 The transmission of information via the internet is not completely secure. Although we will do Our best to protect your personal data, We cannot guarantee the security of your data transmitted to Our Site; any transmission is at your own risk. Once we have received your information, We will use strict procedures and security features to try to prevent unauthorised access. For example, our security and privacy policies are periodically reviewed and enhanced as necessary, and only authorised personnel have access to user information.5.43 Google and Social Media: If you share Our content through social media, for example by Liking Us on Facebook, following or tweeting about Us on Twitter, or giving Us a ‘+1’ via Google Plus, interactive with us on Instagram, youtube or linked in those social networks will record that you have done so and may set a cookie for this purpose.5.44 In some cases, where a page on Our Site includes content from a social network, such as a Twitter feed, or Facebook comments box, those services may set a cookie even where you do not click a button, same with Instagram and other socials and links on our site. As is the case for all cookies, we cannot access those set by social networks, just as those social networks cannot access cookies We set ourselves.5.45 Our Site uses Google Analytics and other such services, a web analytics service provided by Google, Inc. (“Google”). Online advertisers and third-party companies that we or they use to audit or improve the delivery and performance of ads or content on websites and apps (for example, through Google Analytics). The information generated by the cookie about your use of Our Site (including your IP) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of Our Site, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google’s behalf. Google will not associate your IP with any other data held by Google.  Further information about Google’s privacy policy may be obtained from http://www.google.com/privacy.html.5.46 From time to time Our Site may display adverts delivered by Google or other advertising networks.  They may store or retrieve a cookie from your computer when serving adverts, in order to display those which are more relevant to you.  These cookies are used to record information including the number of times you have seen an advertisement, but will not lead to the transfer of your name, contact details or other personally identifiable information.  Further information about Google advertising, their use of cookies, and how to opt out, please visit http://www.google.com/privacy\_ads.html.5.47 We do not disclose information about identifiable individuals to our advertisers knowingly, but We may provide them with aggregate information about Our users (for example, We may inform them that 500 women aged under 30 have clicked on their advertisement on any given day). We may also use such aggregate information to help advertisers reach the kind of audience they want to target (for example, women in OX15). We may make use of the personal data we have collected from you to enable Us to comply with Our advertisers’ wishes by displaying their advertisement to that target audience.5.48 we also use email tracking and opening software to look at click through and engagement of our intellectual property to help enhance your experience and personalise your relationship with us.

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## Where we store your data6.1 We may transfer your collected data to storage outside the European Economic Area (EEA). It may be processed outside the EEA to fulfil your order and deal with payment.6.2 By giving us your personal data, you agree to this arrangement. We will do what we reasonably can to keep your data secure, and up to date and in accordance with this privacy policy. We will not collect more personal data than we need for the purposes set out in Paragraph 6, and we will not retain such personal data for any period longer than required to carry out the purposes set out in Paragraph 66.3 Any medical data collected will be retained for a period of 8 years legally.6.4 Any payment transactions will be encrypted. If we give you a password, you must keep it confidential. Please don’t share it. Although we try to provide protection, we cannot guarantee complete security for your data, and you take the risk that any sending of that data turns out to be not secure despite our efforts.7. Disclosing your information7.1 Third party companies or individuals that we employ to process the information on our behalf based on our instructions and in compliance with this Privacy Policy. For example, we share payment card information with the payment companies we use to store your payment information. We also share data with security consultants to help us get better at identifying spam.7.2 We are allowed to disclose your information in the following cases: if we want to sell our business or our company, we can disclose it to the potential buyer; If we were to engage in a merger, acquisition, bankruptcy, dissolution, reorganisation, or similar transaction or proceeding that involves the transfer of the information described in this Policy, we would share your information with a party involved in such a process (for example, a potential purchaser). See below for further information7.3 if we want to sell or buy any business, or assets, we can disclose your personal data to Our advisers, prospective partners and the prospective seller or buyer of such business or assets; In the event that Our business is bought out, We may disclose your personal information to the entity of which Our business is transferred and the ultimate holding company of that entity and its subsidiaries. This information will be passed on to the new owner of the business. For the purposes of this clause, the meaning of ‘subsidiary’ and ‘subsidiaries’ shall be as defined in section 1159 of the Companies Act 2006.7.4 we can disclose it if we have a legal obligation to do so, or in order to protect other people’s property, safety or rights; and we can exchange information with others to protect against fraud or credit risks7.5 Some information we acquire may be collected by third-party providers on our behalf. Such as Law enforcement agencies or government agencies. We only share information if we believe that disclosure is reasonably necessary to comply with a law, regulation or legal request; to protect the safety, rights, or property of the public, any person; or to detect, prevent, or otherwise address fraud, security or technical issues.7.6 In the event of our insolvency or a corporate restructuring of our business, in which case we will share your personal information with the entity which is to assume control of our business. The promises in this privacy policy will apply as between you and the entity which assumes operation of our business.7.7 If Our business or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.7.8 If We are under a duty to disclose or share your personal data in order to comply with any legal or regulatory obligation or request, in which case We will disclose the information as required by that legal obligation In order to: enforce or apply Our Terms of Business , Terms of Website use and other such agreements or to investigate potential breaches; or protect Our rights, property or safety or that of Our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

## 8. How long we keep your information:

## 8.1 We keep your information only so long as we need it to provide Results Align to you and fulfil the purposes described in this policy. This is also the case for anyone that we share your information with and who carries out services on our behalf. When we no longer need to use your information and there is no need for us to keep it to comply with our legal or regulatory obligations, we’ll either remove it from our systems or depersonalize it so that we can’t identify you.

## 9. Your rights9.1 You can ask us not to use your data for marketing. You can do this by ticking the relevant boxes on our forms, or by contacting us at any time atsupport@resultsalign.co.uk.9.2 The Data Protection Act 1998 gives you the right to see information we hold about you. If you request details of personal information which we hold about you under the GDPR Act 2018. First copy of your personal data is at no cost to the data subject within one month of request, but an repetitive requests will be charged a small fee which will be payable before. Any further copies can charge you a fee (currently £20) for this service. If you would like a copy of the information held on you or if you have any questions relating to this Privacy Policy or how We use the personal information We have about you, please send an email tosupport@resultsalign.co.uk9.3 If you’re an EEA user, you can: Access the information we hold about you. We’ll usually share this with you within 30 days of you asking us for it.9.4 Have your information corrected or deleted. You can update your information as you request.9.5 Object to us processing your information. You can ask us to stop using your information, including when we use your information to send you marketing emails or push notifications. If you opt out of receiving marketing messages from us, we may still send you newsletters and updates, content as such. We only send you marketing material if you’ve agreed to it, but if you’d rather we don’t, you can easily unsubscribe at any time.9.6 We will aim to inform you of any updates to our privacy policy and terms of conditions. You have a right to access them through our website.9.7 You may at any time ask us to rectify any questions you have and to refrain from sending you marketing messages by sending Us an email with the words UNSUBSCRIBE in the subject box or by telephoning us.9.8 If We contact you by email each time you receive a message you will also have the option to decline to receive further information of that type from us.9.9 You have a right to lodge a complaint to our HR department at support@resultsalign.co.uk. If you are not satisfied with how your complaint was handled internally through our internal procedures then you are also Complain to a regulator.9.10  If you’re based in the EEA and think that we haven’t complied with data protection laws, you have a right to lodge a complaint with the Data Protection Commission or with your local supervisory authority.9.11 If you would like us to destroy information We hold about you, please let us know. However, legally we must hold medical information about you if you become a client for the period of 8 years and for children after last visit or discharge, when patient reaches 25 th birthday or 26th bday if aged 17 of last visit or discharge . If you want us to restrict processing please say so and how.9.12  Please note that if you use any of Our services which require you to provide personal information, deleting Our records may mean that you will need to resubmit it to continue using such services. At any time you have a right to object to processing based on ground relating to his or her particular situation.9.13 Our Sites may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites and any services that may be accessible through them have their own privacy policies and that We do not accept any responsibility or liability for these policies or for any personal data that may be collected through these websites or services, such as contact and location data.9.14  Please check these policies before you submit any personal data to these websites or use these services.

## 10. Links to other sites10.1 Please note that our Terms and Conditions and our policies will not apply to other websites that you get to via a link from our site.10.2 Our site may, from time to time, contain links to and from the website of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility of liability for these policies.

## 10. Changes10.1 If we change our Privacy Policy, we will post the changes on this page. If we decide to, we may also email you.10.2 The best way to get in touch is through our email support@resultsalign.co.uk10.3 We welcome your views about our Site, and our privacy policy. If you would like to contact us with any queries or comments, please send an e-mail support@resultsalign.co.uk10.4 To find out more about your rights under the Data Protection Act, visit the Information Commissioner’s website: https://ico.org.uk/ or read the Act online at: http://www.legislation.gov.uk/ukpga/1998/29/contents.

## Our policy on children’s information:

## 11.1 Children under 16 are not allowed to purchase Results Align Chiropractic or use it without adult consent and accompaniment to the clinic. If you are based in the EEA you may only use Our site if you are over the age at which you can provide consent to data processing under the laws of your country. If you are a parent and you learn that your child is using our site, products or our service and you don’t want them to, please contact us.

## 11.2 Our services do collect personal information in respect of all such persons using our website because we work with all ages and our niche is prenatal, postnatal and kids. If we discover those persons under the age of 16 then we will need an adult to accompany them for those who engage in our services or products and will need to give explicit permission, consent and accompaniment to all appointments by the guardian or parent.

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## Your acceptance of this privacy policy12.1 If you do not agree to this privacy policy, please do not use the Our Site or Our Services. By using Our Site and services, you consent to the collection and use of information by us.12.2 Owing to the global nature of the internet infrastructure, the information you provide may be transferred in transit to countries outside the European Economic Area that do not have similar protections in place regarding your data and its use as set out in this policy.12.3 However, We have taken the steps outlined above to try to improve the security of your information. By submitting your information you consent to these transfers.

## Effective 22.04.20