

Afon Veterinary Centre Limited

Privacy Notice

Last reviewed: 9 October 2026

This privacy notice explains how Afon Veterinary Centre Limited (“we”, “us” or “our”) collects and uses personal data about clients, prospective clients and other people connected with animals in our care. Afon Veterinary Centre Limited is the data controller for the personal data described in this notice.

1. Personal data we collect

We may collect and use:

- Your name, address, telephone number and email address.
- Account, transaction and payment information, including records of payments and outstanding balances.
- Appointment, enquiry, complaint and communication records.
- Insurance, microchip and pet wellness-plan information.
- Information connected with animals in your care, including ownership or keeper details, identification, clinical history, treatment, medicines, test results, diagnostic images, consent forms and referral correspondence.
- Technical and usage information where you use our website or online services, as explained in any applicable cookie notice.

We normally obtain information directly from you. Where relevant, we may also receive it from another veterinary practice, referral centre, laboratory, insurer, microchip database, wellness-plan provider, animal charity, public authority or another person involved in an animal's care.

2. Why we need and use personal data

We use personal data to:

- Register you as a client and identify the animals in your care.
- Arrange consultations, visits, emergency care and preventative healthcare.
- Maintain accurate clinical records, provide treatment, issue prescriptions, communicate results and arrange referrals.
- Send appointment, medicine, treatment and vaccination reminders.
- Manage consent, insurance claims, microchip registrations and wellness-plan membership.
- Process payments, administer accounts and recover unpaid debts.

- Respond to enquiries, requests, complaints and legal claims.
- Protect animal health and welfare, monitor or report disease and meet public-health responsibilities.
- Maintain secure systems, prevent fraud and improve our services.
- Comply with professional, regulatory and legal duties.

Without necessary identification, contact and animal-care information, we may be unable to provide some veterinary services safely or administer your account.

3. Lawful bases for processing

Depending on the circumstances, we process personal data on one or more of the following lawful bases:

- **Contract:** Processing is necessary to take steps at your request or to perform our contract with you, including providing veterinary services and administering your account.
- **Legal obligation:** Processing is necessary to comply with legal, regulatory, tax, accounting, animal-health or professional record-keeping requirements.
- **Legitimate interests:** Processing is necessary for our legitimate interests in operating and improving the practice, protecting animal welfare, maintaining secure systems, preventing fraud, recovering debts and communicating relevant service or preventative-care information, provided those interests are not overridden by your rights.
- **Consent:** We rely on consent where it is the appropriate lawful basis, including for particular forms of electronic marketing. You may withdraw consent at any time without affecting processing carried out before withdrawal.

Where special category personal data is incidentally provided, we will process it only where an appropriate lawful condition applies and only to the extent necessary.

4. Service communications and marketing

We may send appointment, treatment, medicine and vaccination reminders where these support the veterinary services you receive.

We may also send practice news or information about other products and services where permitted by law. You can ask us to stop sending marketing communications at any time by contacting us. Stopping marketing will not prevent us from sending necessary service or animal-care communications.

5. Who we share personal data with

Where necessary for the purposes described in this notice, we may share relevant information securely with:

- Veterinary referral centres and other veterinary practices.

- Diagnostic laboratories, insurers, microchip databases and wellness-plan providers.
- Payment, IT, communications, records-storage and other service providers.
- Debt-recovery advisers, courts and professional advisers.
- Animal charities where they are involved in funding or arranging care.
- Regulators, government departments, local authorities, public-health or animal-health bodies, and law-enforcement agencies.
- Other parties where you ask us to share information or where disclosure is required or permitted by law.

We disclose only the information reasonably necessary for the relevant purpose. Service providers acting on our behalf must protect personal data and use it only in accordance with our instructions and applicable law.

We do not sell personal data.

6. International transfers

Some of our service providers may process personal data outside the United Kingdom. Where this happens, we will ensure that an appropriate safeguard is in place, such as UK adequacy regulations or approved contractual protections, unless an exception under data protection law applies.

7. Security

We use appropriate organisational and technical measures to protect personal data against accidental or unlawful loss, alteration, disclosure, access or destruction.

These measures include:

- Staff training.
- Access controls and password protection.
- Secure backups.
- Secure communication methods where appropriate.
- Controlled physical storage for paper records.
- Restricting access to people who need the information for their work.

Although we take appropriate precautions, no method of transmitting or storing information can be guaranteed to be completely secure.

8. How long we keep personal data

We keep personal data only for as long as necessary for the purposes for which it was collected. This includes providing continuity of animal care and meeting professional, legal, accounting, insurance and regulatory requirements.

Clinical records, test results, referral correspondence and consent forms are generally retained for at least six years. Some records may need to be kept for longer where required by law, professional guidance, an ongoing complaint or claim, or the needs of animal care.

Records are securely deleted or destroyed when they are no longer required.

9. Your data-protection rights

Subject to the conditions and exemptions in data-protection law, you may have the right to:

- Request access to your personal data.
- Ask us to correct inaccurate or incomplete personal data.
- Request the erasure of personal data.
- Ask us to restrict the way we process personal data.
- Object to processing based on legitimate interests.
- Object to direct marketing.
- Receive certain personal data in a portable format.
- Withdraw consent where processing is based on consent.
- Not be subject to a decision based solely on automated processing where it produces legal or similarly significant effects.

These rights are not absolute. We may need to retain or continue using information where the law permits or requires us to do so, including for animal care, professional record-keeping or the establishment, exercise or defence of legal claims.

We may ask you for information to verify your identity before responding to a request.

10. Complaints

Please contact us first if you have a concern about how we use your personal data so that we can investigate it.

You also have the right to complain to the Information Commissioner's Office. Further information is available at <https://ico.org.uk>.

Contacting us first does not affect your right to complain to the ICO.

11. Contact us

If you have questions about this privacy notice, wish to exercise a data-protection right or want to raise a concern, please contact:

Afon Veterinary Centre Limited, Lletty Nedd, Pen Y Dre, Neath, SA11 3HH

Email: admin@afonvets.com

Data Protection Officer: Catherine Costello

12. Changes to this notice

We keep our data-processing activities and this privacy notice under review. We will publish or otherwise communicate material updates when our services, suppliers or legal obligations change.

This notice should be read together with any specific privacy information provided when personal data is collected.