

24th May 2018

Legal basis for processing your personal data

Under the EU General Data Protection Regulation (GDPR) Doctaly is a Data Controller in relation to processing your personal data. Doctaly relies on legitimate interests for processing personal data related to GPs.

Data we collect directly from you

Under the lawful basis of legitimate interests, when you sign up as a GP to the Doctaly service we collect the following information from you:

Name

Email

Phone Number

When a patient is sent for a blood test we will pass GPs details on to TDL, see their privacy policy [here](#).

Under the lawful basis of legitimate interests, we also use your data for marketing purposes. Doctaly operates an email newsletter programme, used to inform users about products and services supplied. If you submit your contact details on our website, you will have the option to opt-in to our newsletter database. You will have the option to unsubscribe from any further marketing communication from Doctaly in each subsequent email.

Data we collect indirectly

Doctaly uses cookies on our website. The Doctaly website uses a cookie control system asking you to allow or disallow the use of cookies on your computer/device upon your first visit to our website. The Doctaly website also uses tracking software to monitor its visitors to better understand how they use it. This software is provided by Google Analytics which uses cookies to track visitor usage. The software will save a cookie to your computer hard drive in order to track and monitor your engagement and usage of the website, but will not store, save or collect personal information. The Doctaly Cookie Notice provides more information on our use of cookies.

Emails we send to you are tracked through MailChimp in relation to open rates, link clicks and other user engagement. We also track emails through Prosperworks in relation to the time that an email is opened.

How long we keep your data for

We have set retention periods in relation to your personal data. We hold your contact details for six months for marketing purposes. Doctaly also keeps records of financial transactions for six months relating to blood tests in our management information system for the purpose of recording bank transfers between Doctaly, TDL and GPs.

Keeping your data secure

We will only transfer and store your data in EEA countries or those that have been deemed adequate by the European Commission. We also take all reasonable steps to ensure that your data is managed securely. We store your data in third-party cloud services that we have checked and approved and who we have deemed adhere to a robust set of security standards. For payments we use the secure payment service Stripe.

Your rights over your personal data

You have the right to request access to the data we hold on you free of charge (unless the request is for multiple copies). If you would like to submit a Subject Access Request, please email privacy@doctaly.com

You also have the right to request the correction of your personal data if it is inaccurate or out-of-date. If you would like to request any changes to your data, please email privacy@doctaly.com

You also have the right to withdraw your consent for any special categories data (this includes data related to health, political opinions, sexual orientation, and so on).

You have the right to request that we stop using your data for direct marketing. If you would like us to stop using your data for marketing purpose, there is an unsubscribe option at the bottom of every email that we send you, or contact us at privacy@doctaly.com

Verifying your identity

In order to protect the confidentiality of your personal data, we will ask you to verify your identity before proceeding with any request you make under this Privacy Notice.

Changes to this notice

If we make any changes to this privacy notice we will notify you via email, as well as posting an up-to-date privacy notice on our website, and linked to via our app.

Contacting the Regulator

If you would like to raise a complaint with the UK data protection regulator in relation to how we handle your data, please contact the Information Commissioner's Office (ICO). Doctaly are registered as a Data Controller with the ICO under the full company name, BDM Medical LTD, with registration number ZA180429.

Contact us

We are always happy to help with any questions or concerns related to this privacy notice. If you would like to get in touch, please contact privacy@doctaly.com.