CONSENT & PRIVACY POLICY

Updated: July 2026

1. Patient/Guardian Statement

Please read this form carefully. Feel free to contact The London Orthotic Consultancy (LOC) if you have any queries or concerns (info@londonorthotics.co.uk). You have the right to withdraw your consent at any time before orthotic treatment* begins. Refusal to consent to treatment means no treatment can be provided.

2. Consent to Treatment

- I agree to receive the orthotic treatment as explained to me by the relevant LOC staff.
- I have been fully informed of the intended benefits and potential risks associated with my treatment.
- I understand that all persons involved in my treatment have the appropriate competence and experience.
- I have the opportunity to discuss my treatment at any time.
- I confirm that I have received and understand the Wear and Care Guide and acknowledge the potential risks involved in undertaking the treatment.
- I consent to the use of clinical scanning technologies (including 2D/3D scanning or imaging) of relevant parts of my body, including the head where clinically indicated, as well as video or instrumented gait analysis, for the purposes of assessment, treatment planning, and the design or manufacture of orthotic devices.
- I understand that follow-up appointments may be required, and failure to attend may adversely affect treatment outcomes.
- Treatment will continue for a period of months, requiring regular clinic visits to monitor progress.
- Only an LOC orthotist may adjust the Orthosis.
- I understand that no guarantee is made of the outcome of the treatment by LOC or any member of its staff.
- Once treatment commences, I am liable for the full cost of treatment and orthoses. No refunds will be given due to the bespoke nature of the device (see T&Cs).

Furthermore, I confirm that by simply attending my LOC appointment, whether physical or online, I am confirming my consent to the above requirements. I note that if the patient is under 18 years of age or unable to give these consents, I am giving all of the consents & agreements in my role as either parent or legal guardian of the patient.

3. Data Sharing, Privacy, and AI Technology Use

LOC fully complies with the eight principles of the Data Protection Act 2018. LOC Registration No: Z8900796

What information we collect, use, and why

We collect or use the following information to provide patient care, services, and other goods:

- name, address, and contact details
- gender
- date of birth
- NHS and hospital number
- emergency contact and next of kin details, including support networks

- photographs
- health information (medical conditions, allergies, medical requirements, medical history)
- test results (scans, x-rays)
- payment details (cards, bank info, transfers, direct debits)
- insurance policy details
- records of meetings and decisions
- call recordings

Lawful bases and data protection rights

Under UK data protection law, we must have a "lawful basis" for collecting and using personal information. See ICO's website for full details. LOC uses AI technology (including **Heidi**) to expedite patient care & treatment, processing your data in a GDPR-compliant manner. If you prefer LOC not use AI, inform your orthotist.

Which lawful basis we rely on may affect your data protection rights:

- **right of access:** request copies of personal info, sources, and sharing details; exemptions may apply. You can read more about this right here
- **right to rectification:** correct or delete inaccurate/incomplete info. You can read more about this right here
- **right to erasure:** request deletion of personal info. You can read more about this right here
- **right to restriction of processing:** limit how we use personal info. You can read more about this right here
- **right to object:** object to processing. You can read more about this right here
- **right to data portability:** transfer personal info to another organisation or to you. You can read more about this right here
- **right to withdraw consent:** withdraw consent at any time if it is the lawful basis. You can read more about this right here

Requests are handled within one month. Contact us using the details at the top of this notice.

Our lawful bases for collection and use

- legitimate interest to identify/contact patients by phone/email to arrange appointments
- send medical items, prescribe appropriate treatments and orthoses
- maintain medical notes (required by law and helps treatment)

Where we get personal information from

- directly from you
- family members or carers
- other health and care providers
- CCTV or other recordings
- health insurance companies
- councils and other public sector organisations
- case managers and solicitors

How long we keep information

- medical records are kept for specified periods in line with industry guidelines.

Who we share information with

- other health providers (GPs, consultants)
- therapist and specialist providers (e.g. Scoliosis SOS for scoliosis bracing patients and pectus bracing patients
- health insurance companies and intermediaries
- technical support & innovation partners
- charities and voluntary organisations
- local authorities/councils
- publicly on our website, social media, or marketing media
- professional consultants
- physiotherapists
- case managers
- solicitors

Duty of confidentiality

We have a duty of confidentiality, but information may be shared if:

- you give consent (implied for care, or explicit for other uses)
- legal requirement (e.g., court orders)
- public interest outweighs confidentiality (e.g., police investigations)

England/Wales: Health Service (Control of Patient Information) Regulations 2002 apply

Scotland: authority from the Chief Medical Officer, NHS Scotland, Public Benefit & Privacy Panel, or similar

How to complain or request deletion/stop processing

Contact us via the details above or info@londonorthotics.co.uk

If you are unsatisfied, you can contact ICO at:

- Information Commissioner's Office
- Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF
- Helpline: 0303 123 1113
- Website: www.ico.org.uk/make-a-complaint

I consent to communication with LOC staff via phone, email, text, or via digital messaging systems.

My personal data will be stored and processed in compliance with the General Data Protection Regulation (2018) and protected against unauthorised or unlawful processing.

Information may need to be shared with other relevant specialists; if I object, I must notify LOC by emailing info@londonorthotics.co.uk

Only authorised personnel from the LOC and partner organisations will access my information for coordinating care.

The shared information may include:

- personal contact details
- relevant medical history and treatment details
- specific requirements or preferences for care

I understand that this consent for data sharing remains valid until further notice and can be withdrawn at any time by contacting LOC. My information will be protected under applicable data protection laws.

If you are making a payment over the phone, LOC will store your bank details within our secure CRM system. This allows LOC to take further payments from that bank card with your permission, without having to take the card details again. If you don't wish for us to store your card details, please let LOC know when you call to make a payment.

4. Photographs, Videos, and X-Rays

Photographs, videos, and X-Rays may be taken for treatment monitoring, medical records, and design of orthoses.

All notes, printed photographs, scans, and electronically stored photographs will be securely kept in the patient file and archived at the end of treatment, in line with LOC policies and GDPR guidelines.

I/We understand & agree to appear in photographs/videos for the purposes of:

- design of orthoses and medical notes
- training purposes
- LOC publicity or publications (anonymised for educational/peer-reviewed purposes where applicable)

If I object, I must notify LOC by emailing info@londonorthotics.co.uk

5. Marketing & Communication Preferences

From time to time, LOC develops new products and services. You may opt out of receiving information by indicating your preference.

*Throughout this page, "treatment" refers to orthotic treatment provided by LOC.