

Privacy Policy – Farr & Pursey

Oct 22, 2026 · @Rick

1. Who we are

This policy explains how Farr & Pursey Equine Veterinary Services Ltd collects, uses, shares and protects your personal information when you use our veterinary services, contact us or visit www.farrandpursey.com.

We are the data controller for your personal information under the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

Company	Farr & Pursey Equine Veterinary Services Ltd, trading as Farr & Pursey Equine
Company number	09332169 (registered in England and Wales)
Registered office	The Old Tack Room, Church Farm, Station Road, Aldbury, Tring, Hertfordshire, HP23 5RS
ICO registration number	ZC281809
Email	enquiries@farrandpursey.com
Telephone	01442 851921

Our directors, Ricky Farr and Nikki Pursey, are responsible for data protection at the practice. Please contact us using the details above with any question about this policy or your information.

This policy is about personal information relating to people. Clinical records about your horse are covered where they also identify you, for example your name on a case record.

2. The information we collect

We collect only what we need to look after your horse, run the practice and meet our legal duties.

Who	What we collect	Where it comes from
Clients (owners, loanees, agents)	Name, address, email, phone, yard location, whether you are owner or loanee, contact preferences, how you heard about us, confirmation you are over 18	You, via our registration form, phone, email, WhatsApp or in person
Your horse (linked to you)	Name, breed, sex, colour, age, height, passport and microchip details, vaccination history, FEI status, insurance company and policy number, medical history, clinical notes, test results and diagnostic images	You, your previous vet, laboratories, referral centres and our own examinations
Billing	Invoices, payment history, outstanding balances, bank or card payment references (we do not store full card numbers)	You, our payment providers and our bank
Pre-purchase examinations	Buyer, seller and agent contact details	The buyer, seller or agent
Website visitors	Information you type into our contact, registration or payment forms; technical data such as IP address, browser and pages visited	You and cookies (see section 6)
Newsletter subscribers	Name, email address and your preferences	You, when you sign up
Job applicants	CV, qualifications, RCVS registration, references and right-to-work documents	You, referees and the RCVS register

We do not set out to collect special category data, such as health information about you. If you share it with us, for example a need we should know about when contacting you, we use it only for that purpose and keep it confidential.

Our services are for people aged 18 and over, as our terms of business require.

3. How we use your information and our legal basis

UK data protection law requires a lawful basis for each use of your information. Ours are set out below.

What we use it for	Lawful basis
Registering you, booking visits, examining and treating your horse, 24-hour emergency cover	Contract
Invoicing, taking payment, processing insurance claims you ask us to support	Contract
Prescribing and dispensing medicines, checking and recording passports, export certification, riding school inspections, notifying notifiable diseases	Legal obligation
Keeping clinical and financial records for the required periods	Legal obligation
Vaccination and health check reminders for horses under our care	Legitimate interests (your horse's welfare and continuity of care)
Recovering unpaid invoices, including referral to a debt collection agency after 90 days	Legitimate interests (recovering money owed to us)
Handling complaints and defending legal claims	Legitimate interests and legal obligation
Improving our services and website, and keeping our systems secure	Legitimate interests
Sending our newsletter, offers and event invitations	Consent (you can withdraw at any time)
Posting photos of your horse on our social media	Consent, which we ask for first
Assessing job applications	Steps before entering a contract, and legal obligation (right to work)

Where we rely on legitimate interests, we have balanced our interests against yours. You can object at any time (see section 7).

We do not make decisions about you using solely automated processing. Some of our lameness and performance assessments use AI analysis tools on video of your horse. A vet always reviews the results and makes the clinical decisions.

4. Who we share your information with

We never sell your personal information or pass it to others for their own marketing. We share it only where needed for the purposes in section 3.

- **Other veterinary professionals:** referral hospitals, visiting surgeons and specialists, your previous or next vet when records are transferred, and any vet you ask us to send records to.
- **Laboratories:** external diagnostic laboratories that test samples from your horse.
- **Insurers:** your horse's insurer, when you ask us to support a claim or they request clinical history for one.
- **Regulators and authorities:** the Royal College of Veterinary Surgeons, the Veterinary Medicines Directorate, the Animal and Plant Health Agency (APHA), Defra, passport-issuing organisations and the central equine database, the FEI and the police, where the law requires or allows it.
- **Pre-purchase examinations:** the buyer who commissioned the vetting, and, with appropriate consent, the seller or agent.
- **Service providers acting on our behalf:** our practice management software provider (Eclipse), IT and email providers, website hosting, payment processors (including PayPal and our card terminal provider), our bank, our newsletter platform (Mailchimp), our accountants and professional advisers.
- **Debt collection:** a debt collection agency, if an invoice remains unpaid after 90 days, as set out in our terms of business.
- **Business changes:** a buyer or successor practice, if the business is sold or merged, under a duty of confidentiality.

Our service providers may use your information only on our instructions and under a written contract that requires them to keep it secure.

5. Transfers, retention and security

International transfers. Most of your information is held in the UK. Some service providers, such as email, payment, Mailchimp and Google Analytics, may store data outside the UK, including in the US. Where they do, we make sure an approved safeguard

is in place, such as a UK adequacy decision, the UK-US Data Bridge or the ICO's International Data Transfer Agreement. Export certification may require us to send details to authorities in the destination country.

How long we keep it. We keep information only as long as we need it.

Information	How long we keep it
Client and clinical records	7 years after your last contact with us, or longer if needed for an ongoing claim
Medicine records	At least 5 years, as veterinary medicines law requires
Invoices and financial records	6 years after the end of the financial year, as HMRC requires
Website enquiries that do not lead to registration	12 months
Newsletter details	Until you unsubscribe
Unsuccessful job applications	6 months after the role is filled

When the period ends, we securely delete or destroy the information, or anonymise it.

Security. We protect your information with password-protected systems, restricted staff access, encrypted payments and secure storage of paper records. Our staff are bound by confidentiality and by the RCVS Code of Professional Conduct. If a breach puts your rights at risk, we will tell you and the ICO as the law requires.

6. Cookies, website and marketing

Cookies. Our website uses cookies, small files stored on your device. Essential cookies make the site work, for example the basket on our Pay an Invoice page. With your consent, we may also use analytics cookies (Google Analytics) to see how the site is used. You can accept or reject non-essential cookies through our cookie banner and change your choice at any time in your browser settings.

Third-party content. Our site shows content from Instagram and Facebook and links to WhatsApp. These services may set their own cookies and collect data under their own privacy policies.

Forms and payments. Information you enter in our contact and registration forms is sent securely to the practice. Online payments are handled by our payment providers; we do not see or store your full card details.

Marketing. We send our newsletter, offers and event invitations only if you have agreed. Every email has an unsubscribe link, or you can contact us to opt out. Service messages about your horse's care, such as vaccination reminders and appointment confirmations, are not marketing and continue while you are a client.

7. Your rights

You have the following rights over your personal information:

- **Access:** ask for a copy of the information we hold about you.
- **Rectification:** ask us to correct inaccurate or incomplete information.
- **Erase:** ask us to delete information we no longer have a reason to keep.
- **Restriction:** ask us to limit how we use your information.
- **Objection:** object to uses based on legitimate interests, and to direct marketing at any time.
- **Portability:** ask for information you gave us in a portable format.
- **Withdraw consent:** where we rely on consent, withdraw it at any time.

To use any of these rights, email enquiries@farrandpursey.com or write to us at the address in section 1. There is normally no charge. We will reply within one month, and may ask you to confirm your identity first. Some rights have limits; for example, we must keep certain clinical and financial records by law.

8. Complaints

If you are unhappy with how we have handled your information, please contact us first so we can put it right. You also have the right to complain to the Information Commissioner's Office (ICO): ico.org.uk/make-a-complaint, telephone 0303 123 1113.

9. Changes to this policy

We review this policy regularly and will post any changes on this page. This version was last updated on 22 October 2026.