

Wye Valley Shiatsu Privacy Notice

This privacy notice provides you with details of how I collect and process your personal data through your use of my site <https://www.wyevalleyshiatsu.com/> and in person at my practice.

By providing me with your data, you warrant to us that you are over 13 years of age.

Vicky Evans at **Wye Valley Shiatsu** is the data controller, and I am responsible for your personal data (referred to as “I”, “my”, “we”, “us” or “our” in this privacy notice).

Contact Details

Full name of practitioner: **Vicky Evans**

Postal address of practitioner **Wye Valley Shiatsu, Harold’s Barn, Trellech, Monmouth, NP254PE**

Email address of practitioner: wyevalleyshiatsu@gmail.com

Mobile telephone number of practitioner: **07749281625**

It is very important that the information I hold about you is accurate and up to date. Please let me know if at any time your personal information changes by emailing me wyevalleyshiatsu@gmail.com or by writing to me at the above postal address.

Purpose and grounds for data collection and grounds for processing data.

Personal data means any information capable of identifying an individual. It does not include anonymized data.

I may process the following categories of personal data about you:

Communication Data that includes any communication that you send to me whether that be through the contact form on my website, through email, text, social media messaging, social media posting or any other communication that you send to me.

I will process this data solely for the purposes of communicating with you for record keeping purposes.

My lawful grounds for this processing is my legitimate interests which in this case is to reply to communications sent to me, for the purpose of keeping records up to date.

Customer Data that includes data relating to any treatments sessions / services such as your name, title, home address, email address, and phone number(s). I process this data to supply the treatments and/or services you have purchased and to keep records of such transactions.

My lawful grounds for this processing is the performance of a contract between you and me and/or taking steps at your request to enter into such a contract.

User Data that includes data about how I / you use my website and any online services together with any data that you post for publication on my website or through other online services.

I process this data to operate my website and ensure relevant content is provided to you, to ensure the security of my website, to maintain backups of my website and/or databases and to enable publication and administration of my website and for other online services and business.

My lawful grounds for this processing is my legitimate interests which in this case are to enable us to properly administer my website and my business.

Technical Data that includes data about your use of my website and online services such as your IP address, your login data, details about your browser, length of visit to pages on our website, page views and navigation paths, details about the number of times you use my website. The source of this data is from my analytics tracking system. I reserve the right to process this data to analyse your use of my website and other online services, to administer and protect my business and website, to deliver relevant website content and advertisements to you and to understand the effectiveness of my advertising. My lawful grounds for this processing is my legitimate interests which in this case is to enable me to properly administer my website.

Marketing Data that includes data about your preferences in receiving marketing from me and my third parties and your communication preferences. I process this data to enable me to provide you with details of the services I provide, to deliver relevant website content and advertisements to you and measure or understand the effectiveness of this advertising. My lawful grounds for this processing is my legitimate interests which in this case is to develop my marketing strategy.

I may use Communications Data, Customer Data, User Data, Technical Data and Marketing Data to deliver relevant website content and advertisements to you (including Facebook adverts or other display advertisements) and to measure or understand the effectiveness of the advertising I serve to you. My lawful grounds for this processing are legitimate interests which is to operate my business. I may also use such data to send other marketing communications to you. My lawful ground for this processing is either consent or legitimate interests.

I may collect Sensitive Data about you. Sensitive Data refers to data that includes details about your health and current and historic medical information. Sensitive Data is collected on a confidential basis for the sole purpose of conducting Shiatsu and / or other complementary medical treatments. I do not collect data about your race or ethnicity, religious or philosophical beliefs or sexual orientation.

HOW I COLLECT YOUR PERSONAL DATA

I may collect data about you by you providing the data directly to me (for example by filling in forms in my practice, on my website or by sending me emails). I may automatically collect

certain data from you as you use my website by using cookies and similar technologies. Please see my cookie policy for more details about this.

I may receive data from third parties such as analytics providers such as Google based outside the EU, advertising networks such as Facebook based outside the EU, such as search information providers such as Google based outside the EU, providers of technical or payment services, such as data brokers or aggregators.

MARKETING COMMUNICATIONS

My lawful ground of processing your personal data is to send you marketing communications based upon your consent.

I may send you marketing communications from me if (i) you purchased a treatment session or asked for information from me about my services or (ii) you agreed to receive marketing communications, and, in each case, you have not opted out of receiving such communications. You can still opt out of receiving marketing emails from me at any time by contacting me by email or post at the contact details provided in this Privacy Policy.

Before I share your personal data with any third party for their own marketing purposes, I will obtain your express consent.

You can ask me or third parties to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you.

If you opt out of receiving marketing communications, this opt-out does not apply to personal data provided as a result of other transactions including patient treatment sessions.

DISCLOSURES OF YOUR PERSONAL DATA

I may have to share your personal data with the parties set out below:

- Service providers who provide IT and system administration services.
- Professional advisers including lawyers, bankers, auditors and insurers
- Government bodies that require me to report processing activities.
- Third parties to whom I sell, transfer, or merge parts of my business or my assets.

I require all third parties to whom I transfer your data to respect the security of your personal data and to treat it in accordance with the law of England and Wales and Scotland. I only allow such third parties to process your personal data for specified purposes and in accordance with my instructions.

DATA SECURITY

I have put in place security measures to prevent your personal data from being accidentally lost, used, altered, disclosed, or accessed without authorisation. I also allow access to your personal data only to those employees and partners who have a business need to know

such data. They will only process your personal data on my instructions, and they must keep it confidential.

I have procedures in place to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach if I are legally required to.

DATA RETENTION

I will only retain your personal data for as long as necessary to fulfil the purposes I collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

When deciding what the correct time is to keep the data for I look at its amount, nature and sensitivity, potential risk of harm from unauthorised use or disclosure, the processing purposes, if these can be achieved by other means and legal requirements.

For tax purposes the law requires me to keep basic information about my customers (including contact data) for six years after they stop being clients.

In some circumstances I may anonymise your personal data for research or statistical purposes in which case I may use this information indefinitely without further notice to you.

YOUR LEGAL RIGHTS

Under data protection laws you have rights in relation to your personal data that includes the right to request access, correction, erasure, restriction, transfer, to object to processing, to portability of data and (where the lawful ground of processing is consent) to withdraw consent.

You can see more about these rights at:

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

If you wish to exercise any of the rights set out above, please contact me at the addresses shown in this Privacy Policy. You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, I may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive and I may refuse to comply with your request in these circumstances.

I may need to request specific information from you to help me confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. I may also contact you to ask you for further information in relation to your request to speed up my response.

I will try to respond to all legitimate requests within one month. Occasionally it may take me longer than a month if your request is particularly complex or you have made a number of requests. In this case, I will notify you.

If you are not happy with any aspect of how I collect and use your data, you have the right to complain to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). I would be grateful if you could contact me first if you do have a complaint so that I can try to resolve it for you.

THIRD-PARTY LINKS

My website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. I do not control these third-party websites and are not responsible for their privacy statements. When you leave my website, I encourage you to read the privacy notice of every website you visit.

COOKIES

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of my website may become inaccessible or not function properly. Further information about the cookies I use includes:

My website may place and access certain Cookies on your computer. These Cookies are used to improve your experience of using my website and to improve my range of treatments and services. I have carefully chosen these Cookies and steps have been taken to ensure that your privacy is protected and respected at all times.

All Cookies used by this Website are used in accordance with current UK and EU Cookie Law.

Before the Website places Cookies on your computer, you will be presented with a message bar requesting your consent to set those Cookies. By giving your consent to the placing of Cookies, you are enabling me to provide a better experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of my website may not function fully or as intended.

This Website may place the following Cookies:

Strictly necessary cookies: These are cookies that are required for the operation of my website. They include, for example, cookies that enable you to log into secure areas of my website.

Analytical/performance cookies: They allow me to recognise and count the number of visitors and to see how visitors move around my website when they are using it. This helps me to improve the way my website works, for example, by ensuring that users are easily finding the information they are searching for.

Functionality cookies: These are used to recognise you when you return to my website. This enables me to personalise my content for you, which might include greeting you by name and remember your preferences.

Targeting cookies: These cookies record your visit to my website, the pages you have visited and the links you have followed. I will use this information to make my website and any advertising displayed on it more relevant to your interests. I may also share this information with third parties for this purpose.

You can choose to enable or disable Cookies in your internet browser. By default, most internet browsers accept Cookies, but this can be changed. For further details, please consult the help menu in your internet browser.

You can choose to delete Cookies at any time; however, you may lose any information that enables you to access my website more quickly and efficiently including, but not limited to, personalisation settings.

It is recommended that you ensure that your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your internet browser if you are unsure about adjusting your privacy settings

This Privacy Policy was last updated on 06/06/2018