

## Privacy policy

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the “GDPR”) as ‘any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier’.

### What identifiable data do I hold?

Names, contact information and consultation forms and treatment records, which involve health-related information.

We receive, collect and store any information you enter on our website or provide us in any other way. In addition, we collect the Internet protocol (IP) address used to connect your computer to the Internet. We may use software tools to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page. We also collect personally identifiable information, including name and email, via the contact form.

Our website uses cookies. The following links may be helpful, or you can use the “Help” option in your browser.

[Cookie settings in Firefox](#)

[Cookie settings in Internet Explorer](#)

[Cookie settings in Google Chrome](#)

[Cookie settings in Safari \(OS X\)](#)

[Cookie settings in Safari \(iOS\)](#)

[Cookie settings in Android](#)

To opt out from and prevent your data from being used by Google Analytics across all websites, check out the following instructions: <https://tools.google.com/dlpage/gaoptout>.

### Why do I need it?

- Insurance requirements dictate that consultation forms and treatment records are held for seven years for adults;
- Access to records informs repeated treatments;
- To be able to contact our visitors and users with general or personalized service-related notices;
- To create aggregated statistical data and other aggregated and/or inferred Non-personal Information, which we may use to provide and improve our respective services;
- To comply with any applicable laws and regulations.

### What will I do with your information?

All data is treated confidentially. Records will be accessed to inform treatments. Your details may be used for marketing purposes to share news or offers. No details will be shared for marketing purposes.

If required to defend myself, your data may need to be shared with the authorised legal, regulatory and insurance authorities.

### **Where will your information be held?**

All paperwork will be stored in a locked filing cabinet, which can only be accessed by Planted Massage Therapy. Contact details may also be held on the business mobile phone, lockable with a PIN.

Our company is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to sell our services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

### **How long will identifiable data be held for?**

After seven years from the date of entry, records of clients no longer receiving treatment will be destroyed by shredding.

Records of clients currently receiving treatment at that time will be retained. Removal of records will be reviewed on a yearly basis.

### **Can I access my data?**

Under the Data Protection Act 2018, you have:

- the right of access to your personal data;
- the right to object to the processing of your personal data;
- the right to restrict the processing of your personal data;
- the right to rectification of your personal data;
- the right to erasure of your personal data;
- the right to data portability (to receive an electronic copy of your personal data);

In some situations I may be unable to fully meet your request. For example, if a request is made to delete your personal data, I may be required to retain some data for taxation, legal, regulatory and insurance purposes.

When exercising your rights, a substantial public or vital interest may take precedence over any request you make. In addition, where these interests apply, we are required by law to grant access to this data for law enforcement, legal and/or health related matters.

### **Complaints**

If you are dissatisfied with the way in which your personal data is processed, you have the right to complain to the UK's Data Protection Supervisory Authority, the Information Commissioner's Office (ICO).

### **Privacy policy updates**

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

### **How to contact me**

If you have any queries or concerns regarding the use, storage and protection of your data, please get in touch on 07341 489053.