

## Anique Hobden / Cherryfields Wellness Privacy Policy

### YOUR PERSONAL INFORMATION - GENERAL DATA PROTECTION REGULATION (GDPR)

GDPR is bringing in new legal protection for personal information from May 2018. This tells you what personal information I gather and hold including via my website, and why, and what your rights are.

**Therapist's Name/Identity: Anique Hobden**

**Therapist's Contact Details:**

**Telephone No: 07787 242072**

**Email address: info@cherryfieldswellness.com**

**Address: 1 The Barns, Great Green Street Farm,  
Green Street, Hertfordshire WD3 6EA**

**Data Controller Contact Details:** Anique Hobden

**Data Protection Officer:** Anique Hobden

#### **The Purpose of processing Client Data**

In order to give professional reflexology treatments, I will need to gather and retain potentially sensitive information about your health. I will only use this information for informing reflexology treatments and associated recommendations concerning aspects of health and wellbeing which I will offer to you.

It also applies to information collected in relation to:

Users of our website;

People who use our services;

Employees or representatives of organisations who use our services

People who contact us via any medium (e.g. through our website, by post, email, telephone or social media).

It is important that you read this notice, together with any other privacy notice we may provide on specific occasions when we are collecting or processing personal information about you, so that you are aware of how and why we are using such information. This privacy notice supplements the other notices and is not intended to override them.

#### **Lawful Basis for holding and using Client Information**

As a full member of the Association of Reflexologists, I abide by the AoR Code of Practice and Ethics. The lawful basis under which I hold and use your information is

- a) my legitimate interests i.e. my requirement to retain the information in order to provide you with the best possible treatment options and advice

As I hold special category data (i.e. health related information), the **Additional Condition** under which I hold and use this information is: for me to fulfil my role as a health care practitioner bound under the AoR Confidentiality as defined in the AoR Code of Practice and Ethics.

For more information see **GDPR special topics lawful basis** <https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/lawful-basis-for-processing/>

## What information I hold and collect about you and what I do with it

In order to give professional reflexology treatments, I will need to ask for and keep information about your health. I will only use this for informing reflexology and Zone Face Lift treatments and any advice I give as a result of your treatment. The information to be held is:

- Your contact and identity data details includes first name, last name, username or similar identifier, title, date of birth, gender, email address, telephone numbers.
- Medical history and other health-related information (which I will take from you at first consultation)
- Treatment details and related notes (which I will take after each consultation)
- Transaction Date includes details about payments to and from you and other details of services you have purchased from us.

## Data we collect about you

- Technical Data includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website.
- Usage Data includes information about how you use our website, products and services.
- Marketing and Communications Data includes your preferences in receiving marketing from us and our third parties and your communication preferences.

We also collect, use and share Aggregated Data such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice.

I will NOT share your information with anyone else (other than within my own practice, or as required for legal process) without explaining why it is necessary, and getting your explicit consent.

It may be helpful for your treatment for me to share your information with: insurance providers or referee

for the following reasons: if you are claiming via insurance or if you have been referred

As I am treating as the result of a referral, I have to share certain details with:

The information to be shared would be: the referee

## How we use your personal data

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform the contract we are about to enter into or have entered into with you.
- Where it is necessary for our legitimate interests (or those of a third party), by which we mean in the interest of enabling us to give you the best service/product and the best and

most secure experience.

- Where we need to comply with a legal or regulatory obligation.

You have the right to withdraw consent to marketing at any time by:

- Changing your marketing preferences via email to [info@cherryfieldswellness.com](mailto:info@cherryfieldswellness.com);
- making use of the “unsubscribe” feature in emails or the “STOP” number for texts; and/or
- contacting us via any of the methods referred to in paragraph 1 above.

### Purposes for which we will use your personal data

We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please write to us if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To register you as a new client	(a) Identity (b) Contact (c) Address	Performance of a contract with you
To contact you in relation to an appointment you have made with us	(a) Identity (b) Contact (c) Address, email address and contact number	(a) Performance of a contract with you (b) Necessary for our legitimate interests
To help you with an enquiry if you contact us by telephone or email	(a) Identity (b) Contact (c) Address	(a) Performance of a contract with you (b) We want to provide the information and assistance you need so you can get the most from our service
To provide you a service including: (a) To Manage payments,	(a) Identity (b) Contact (c) Financial	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to recover debts due to us)

fees and charges  (b) Collect and recover money owed to us	(d) Transaction	
To manage our relationship with you or your organisation which will include:  (a) Notifying you about changes to our terms or privacy policy  (b) Asking you to take a survey	(a) Identity (b) Contact (c) Profile (d) Marketing and Communications	(a) Performance of a contract with you  (b) Necessary to comply with a legal obligation  (c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our services)
To enable you to partake in a prize draw, competition or complete a survey	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications	(a) Performance of a contract with you  (b) Necessary for our legitimate interests (to study how customers use our services, to develop them and grow our business)
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Identity (b) Contact (c) Technical	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation exercise)  (b) Necessary to comply with a legal obligation
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications (f) Technical	Necessary for our legitimate interests (to study how customers use our services, to develop them, to grow our business and to inform our marketing strategy)
To use data analytics to improve our website, services, marketing, customer relationships and experiences	(a) Technical (b) Usage	Necessary for our legitimate interests (to define types of customers for our services, to keep our website updated and relevant, to develop our business and to inform our marketing plans)

To make suggestions and recommendations to you about product/services that may be of interest to you	<ul style="list-style-type: none"> <li>(a) Identity</li> <li>(b) Contact</li> <li>(c) Technical</li> <li>(d) Usage</li> <li>(e) Profile</li> </ul>	Necessary for our legitimate interests (to develop our services and grow our business)
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### **Marketing**

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising. Please see Opting out below.

### **Promotional offers from us**

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you (we call this marketing).

You may receive marketing communications from us if you have requested information from us or purchased services from us and, in each case, you have not opted out of receiving that marketing.

### **Third-party marketing**

We will get your express opt-in consent before we share your personal data with any company outside of Anique Hobden Cherryfields Wellness for marketing purposes.

### **Opting out**

You can ask us or third parties to stop sending you marketing messages at any time by following responding with 'unsubscribe to any marketing materials that are sent to you. If you would prefer, you may also opt out by writing to us at any time at the address listed in paragraph 1 or emailing us at: [info@cherryfieldswellness.com](mailto:info@cherryfieldswellness.com)

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of a service purchase, product/service experience or other transactions.

### **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 this website may become inaccessible or not function properly. Cookies we collect are at the end of the Privacy Policy.

### **Change of purpose**

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

### **Disclosure of your personal data**

We may have to share your personal data with the parties set out below for the purposes set out in the table in paragraph 4 above.

- Service providers acting as processors who provide IT and system administration services including the following: wix.com
- Professional advisers acting as processors including accountants, lawyers, bankers, auditors and insurers based in the United Kingdom who provide consultancy, banking, legal, insurance and accounting services. These professional advisers use accounting software programs which are also compliant GDPR regulations.
- Our registrant body and professional association AOR for the processing of complaints made by you.
- HM Revenue & Customs, regulators and other authorities acting as processors who require reporting of processing activities in certain circumstances.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

Your data will not be transferred outside the EU without your consent.

### **Protecting Your Personal Data**

I am committed to ensuring that your personal data is secure. In order to prevent unauthorised access or disclosure, I have put in place appropriate technical, physical and managerial procedures to safeguard and secure the information we collect from you.

I will contact you using the contact preferences you give me in relation to:

- Appointment times
- Reflexology information or information related to your health
- Special offers and promotions (you may unsubscribe from this at any time)

### **Data security**

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

### How Long I Retain Your Information for

I will keep your information for the following periods

- a. 'claims occurring' insurance: (records to be kept for 7 years after last treatment)
  - b. law regarding children's records (records to be kept until the child is 25 or if 17 when treated, then 26)
  - c. CNHC requirements to retain information for 8 years
- b) We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.
- c) To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.
- d) By law we have to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they cease being customers for tax purposes.
- e) In some circumstances you can ask us to delete your data: see Request erasure below for further information.
- f) In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

### Your rights

GDPR gives you the following rights:

- The right to be informed: To know how your information will be held and used (this notice).
- The right of access: To see your therapist's records of your personal information, so you know what is held about you and can verify it.
- The right to rectification: To tell your therapist to make changes to your personal information if it is incorrect or incomplete.
- The right to erasure (also called "the right to be forgotten"): For you to request your therapist to erase any information they hold about you
- The right to restrict processing of personal data: You have the right to request limits on how your therapist uses your personal information
- The right to data portability: under certain circumstances you can request a copy of personal information held electronically so you can reuse it in other systems.

- The right to object:  
To be able to tell your therapist you don't want them to use certain parts of your information, or only to use it for certain purposes.
- Rights in relation to automated decision-making and profiling.
- The right to lodge a complaint with the Information Commissioner's Office:  
To be able to complain to the ICO if you feel your details are not correct, if they are not being used in a way that you have given permission for, or if they are being stored when they don't have to be.

If you wish to exercise any of the rights set out above, please contact us in writing at the registered address in paragraph 1.

### **No fee usually required**

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

### **What we may need from you**

We may need to request specific information from you to help us 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. We may also contact you to ask you for further information in relation to your request to speed up our response.

### **Time limit to respond**

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

Full details of your rights can be found at <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>. If you wish to exercise any of these rights, please use the contact details given above.

If you are dissatisfied with the response you can complain to the Information Commissioner's Office; their contact details are at: [www.ico.org.uk](http://www.ico.org.uk)

### **Changes to the privacy notice and your duty to inform us of changes**

We reserve the right to update this privacy notice at any time.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

### **Third-party links**

Our 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. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

### THERAPIST'S RIGHTS

Please note:

- if you don't agree to your therapist keeping records of information about you and your treatments, or if you don't allow them to use the information in the way they need to for treatments, the therapist may not be able to treat you
- Your therapist has to keep your records of treatment for a certain period as described above, which may mean that even if you ask them to erase any details about you, they might have to keep these details until after that period has passed
- Your therapist can move their records between their computers and IT systems, as long as your details are protected from being seen by others without your permission.

Cookies collected by our website

Our website is hosted and managed by Wix.com

Cookies name	life span	Purpose
svSession	Permanent	Creates activities and BI
hs	Session	Security
incap_sec_\$_{Proxy-ID}_\$_{Site-ID}	Session	Security
incap_visid_\$_{Proxy-ID}_\$_{Site-ID}	Session	Security
nibi_{ID}	Persistent Cookie	Security
xsrftoken	Persistent Cookie	Security
smSession	Two weeks	Identify logged in site member

Most web browsers allow some control of most cookies through the browser settings. You can visit [www.allaboutcookies.org](http://www.allaboutcookies.org) to find out more about cookies, including how to see what cookies have been set and how to manage and delete them. We use Analytics software – Google Analytics in order to help us understand trends in popularity of our website and of different sections. We make no use of identifiable information in any of the statistic reports we use from this package. To opt out of Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>.