

## **Privacy Policy**

**Effective Date:** 8<sup>th</sup> July 2025

Your privacy is important to us. The Chiltern Psychology Clinic respects your privacy rights, and we have put in place security measures for managing your personal data that comply with data protection laws and regulations. This Privacy Policy outlines what types of personal information The Chiltern Psychology Clinic collects through the website, how we use your personal data, and your rights in regards to your information. Please be assured that your data is treated with the highest level of care and the strictest level of confidentiality.

### **1. Information We Collect**

#### **a) Personal Information**

We may collect personal information about you that you have provided to us through our website, for example, when you have completed the contact form on the website or emailed The Chiltern Psychology Clinic. Examples of this personal information include: your full name, and your contact details, such as email, phone number, and mailing address.

#### **b) Technical and Usage Data**

We may collect information when a user visits our website, such as information from the user's device by using various technologies such as cookies. Examples of this include user preferences, browsing history, browsing activity, IP address, device type, the webpages/websites visited before using the site, session duration, and interaction data.

#### **c) Information from Third Parties**

We may collect information data from third parties such as business partners, advertisers and integrated service providers and referrals from other healthcare providers (with your consent). If your personal information is collected from other third-party sources through this website, then this data will be handled in line with this data privacy policy.

### **2. How We Use Your Information**

We may use your personal information in a variety of ways. Examples of this include: to respond to your enquiry, or to provide you with information about the services we offer, to send you information, such as, registration documents, contract, questionnaires, psychological resources, information about other services we offer, any changes to the service, or to communicate with you regarding appointments, services, and billing. We may use your personal information to ensure the safety and security of our clients. To comply with legal and regulatory obligations. We may also use personal information obtained through your use of the website to better understand the effectiveness of our marketing and improve our website functions. We may use the data from your questionnaires for audit purposes in order to evaluate and improve the services we offer. Please note that this data will be anonymised.

### **3. Confidentiality and Security**

The personal information that you provide to The Chiltern Psychology Clinic is stored on secure servers. Your information is treated with the highest level of confidentiality and stored securely using industry-standard practices. All electronic records are encrypted and stored on secure servers. Access is restricted to authorised personnel only. If we use third-party tools (e.g., for scheduling or video calls), we only use services that comply with privacy and health data protection laws, the General Data Protection Regulation.

Unfortunately, the transmission of information via the internet is not entirely secure. Although we do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

### **4. Disclosure of Information**

We do not sell, rent, or trade your data. We may share your information under the following circumstances: With your consent, or to service providers (e.g., billing, IT support) under strict confidentiality agreements, to comply

with laws or court orders or in case of emergency or risk of harm to yourself or others, in line with ethical and legal obligations.

## **5. Your Rights and Choices**

You have the right to access the personal information that you have provided to The Chiltern Psychology Clinic. You have the right to ask us to correct, or delete your personal data, or to only use your personal data for certain purposes, unless we are obligated or entitled by law or regulations to retain such information, regardless of withdrawal of your consent.

After you have requested to have your personal data deleted, your information will be deleted from The Chiltern Psychology Clinic, and this may take up to a period of two months. You may also contact us to review, update, or delete the personal information stored about you. Please be aware that in this case, we will need to verify your identity. You have the right to change your mind or ask us to stop processing your personal information, for example, for direct marketing purposes, by unsubscribing or opting out of cookies.

If you wish to complain about a privacy breach, you can do so by contacting us by email: [thechilternpsychologyclinic@gmail.com](mailto:thechilternpsychologyclinic@gmail.com) or by sending your complaint to our address 124-128 City Road, London, EC1V 2NX. If you are not satisfied with the outcome of your complaint or with our handling of your complaint at The Chiltern Psychology Clinic, you may refer your complaint to the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

## **6. Cookies and Analytics**

We may use cookies or similar technologies like pixels, tags and other identifiers for site functionality and analytics in order to remember your site preferences, to understand how our website and app are used and to customise marketing offerings.

## **7. Third-Party Websites, Plug-ins or Services**

The Chiltern Psychology Clinic may contain links to third-party websites or plug-ins. Please be aware that if you choose to use these links, you may disclose your data to these third parties. The Chiltern Psychology Clinic is not responsible for the content or practices of any third-party websites, plug-ins, or services. The data collected from these websites will be subject to their own privacy policies, and not The Chiltern Psychology Clinic's privacy policy. It is advised to read any third-party privacy policies before using their website.

## **8. Children's Privacy**

Our services are intended for individuals 18 years and older. We do not knowingly collect personal information from children without parental consent.

## **9. Changes to This Policy**

The Chiltern Psychology Clinic may update this Privacy Policy periodically to reflect changes in relevant regulations, legislation, or practice. The most recent Privacy Policy date will be at the top of the page. We encourage you to review this policy periodically so that you are aware of any changes.

## **Contact Details**

If you have any questions about this Privacy Policy or the processing of your data, please get in touch with us at: The Chiltern Psychology Clinic, 124-128 City Road, London, England, EC1V 2NX. Alternatively, please send an email: [thechilternpsychologyclinic@gmail.com](mailto:thechilternpsychologyclinic@gmail.com)