



## **PRIVACY NOTICE**

Aire Valley Psychology are committed to protecting and respecting your privacy.

This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By visiting [www.airevalleypsych.co.uk](http://www.airevalleypsych.co.uk) you acknowledge the practices described in this policy.

### **Who we are (the identity of the “Data Controller”) and our contact details**

For the purpose of the Data Protection Act 1998 (the “**Act**”) and the General Data Protection Regulation (“**GDPR**”), the data controllers are your therapist, either Dr Samantha Masley or Dr Romy Sherlock.

Our Data Protection Officer for the purpose of the GDPR is Joseph Masley, who can be contacted via [josephmasley@hotmail.com](mailto:josephmasley@hotmail.com).

### **How and why we use your information (the purpose of the personal data processing)**

We use information held about you in the following ways:

- **Information you give to us. We will use this information:**
  - to provide you with psychological therapy or assist in your treatment, i.e. for legitimate business use and lawful basis (special condition H – health provision).

- We will only contact you by electronic means (e-mail or SMS) with information about the site if you have consented to this.
- to notify you about changes to appointments etc
- **Information we receive from other sources.** This may be from GPs, solicitors, other health specialists or other professionals involved in your care or litigation. We will combine this information with information you give to us and information we collect about you with your consent. We will use this information and the combined information for the purposes set out above.

We will process your “sensitive personal data” (that is, information you supply about your health and wellbeing within therapy sessions) to assist your treatment only. Case notes will be collect and stored for 7 years, after this time they will be destroyed. This information can be accessed by you at any point.

### **Automatic decision taking and profiling**

We do not undertake automatic decision taking or profiling.

### **What personal data we obtain (“categories of personal data”)**

We will collect and process the following data about you:

- **Information you give us.** This is information about you that you give us by filling in forms or by corresponding with us by phone, e-mail or within therapy. The information you give us may include your name, address, date of birth, e-mail address and phone number, GP details, and bank details.
- **Information we receive from other sources.** This is information we receive about you from others such as GPs, Insurance providers, Solicitors. We may be working closely with third parties (including GPs, solicitors and insurers) and may need to share personal and sensitive information with them if appropriate, with consent. Your therapist will discuss this with you.

## **Disclosure of your information**

Your Therapist will disclose information to other health professionals or the Police if we feel you are in danger or someone else is in danger. This is our duty of care to you.

## **Retention periods**

We will keep information about you for 7 years. After that time, it will be destroyed.

## **Security, where we store your personal data**

All information you provide to us is stored on our electronic devices (laptops, tablets, mobile phones) which are password protected and encrypted. We also use cloud based storage and ensure this storage complies with GDPR. Paper notes will be locked away after your session and digital information will require two factor authentication to access. When we need to transmit information electronically (via an email) we will attempt to anonymise it, encrypt it or password protect it.

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

## **Your rights**

You can access information we hold about you, and control aspects of how your information is used.

*Your right to access information we hold about you*

The Act gives you the right to access information held about you.

Your right of access can be exercised in accordance with the Act. If you would like to access the information we have about you, please speak to your therapist about this, and we will provide this within one month.

*Your right to control marketing and other communications*

We will not use any of your information for marketing purposes.

## **Changes to our privacy policy**

Any changes we make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-

mail. Please check back frequently to see any updates or changes to our privacy policy.

**Contact us, and if you have concerns about how your information is used.**

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to [info@airevalleypsych.co.uk](mailto:info@airevalleypsych.co.uk). We would encourage you to contact us in the first instance, but if you are unhappy about how we use your information, you can also contact the Information Commissioner – see [www.ico.org.uk](http://www.ico.org.uk)