

PRIVACY POLICY

1. Introduction

This privacy policy sets out how I collect, process, store and share your personal data and the rights you have to control the use and management of that data. If you access other websites using links provided on my website, these are outside my control. If they provide personal data to other companies, the privacy policies of those companies determine how that information is used and my policy will no longer apply.

2. What data is collected?

I may collect the following data, which may be provided directly by you as part of the consultation process or collected automatically through any enquiry on my website:

- Personal identification information (such as name, address, email address, phone number etc.).
- Any information you provide when you request a consultation or during the course of a consultation. This may include sensitive information about your health.

Some information about you will be collected automatically when you visit my website through cookies (please see section 7 below). This information helps me make improvements to website content and navigation, and includes your IP address, the date, times and frequency with which you access the website and the way you use and interact with its content.

3. How is your data used?

Your data is collected for the following purposes:

- To enable me to provide my consultation services to you
- To answer any queries you may have.
- To provide you with information about my services.
- To send you a newsletter.
- To direct you to content on my website that I think is relevant to you.
- To make improvements to my website content and navigation.

4. Storing your data

I take the security of your personal information seriously and appropriate measures are in place to protect the confidentiality of your information. These measures include implementing appropriate access controls, investing in appropriate IT security and anonymising personal information wherever possible. Unless a longer period of retention is required by law, I will only hold your data for the period necessary to fulfil the purposes outlined in this policy or until you request that it be deleted. Please note that if your data is deleted, it may persist on back-up or archived media for regulatory or other reasons.

5. Sharing your data

I will not sell your data to any third parties, but your data may be shared with other parties for the following reasons:

- To obtain functional tests (such as blood or urine).
- For booking and administrative purposes.
- To courier and logistics providers who ship products to you.
- To companies supplying supplements or other products directly to you on my recommendation.
- With payment processors who administer secure payment options.
- With your permission, to other healthcare providers.
- To comply with a legal obligation.

6. What are your data protection rights?

You have the following rights in relation to your data:

The right to access – you have the right to request copies of your personal data. A fee may be charged if your request is manifestly unfounded or excessive.

The right to rectification – you have the right to request that information you believe is inaccurate is corrected and that any information you believe is incomplete is completed.

The right to erasure – under certain circumstances, you have the right to request that your personal data is erased. If you wish me to delete personal information I hold about you, please let me know and I will take reasonable steps to respond to your request in accordance with legal requirements.

The right to restrict processing – under certain circumstances, you have the right to object to certain types of processing of your data or limit the way in which it is used.

The right to data portability – you have the right to request that I move, copy or transfer your data to a third party.

The right to object – you have the right to object to the use of your data, even when it is being used for legitimate reasons. If you object to the use of your data, I may not be able to provide you with the services requested.

You also have the right to complain to any local Supervisory Authority about how your data is processed.

It is important that the data I hold about you is accurate and current. Please keep me informed if your data changes during the period in which I hold it.

7. Cookies

What are Cookies?

Cookies are small text files which are sent to your device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognizes that cookie. Cookies act as a memory for a website, allowing that website to remember your device on your return visits. Cookies can also remember your preferences, improve the user experience as well as tailor the content and advertisements you see to those most relevant to you.

I may utilize “cookies,” and other similar technologies on my Site. I may use first and/or third party “browser” or “HTTP” cookies, which are unique text files that may be used for data analysis and enable my Site to tailor information for the visitor. I may use browser cookies to personalize the user’s experience on my site, to remember a user when the user registers for products or services, for fraud prevention, or to track visits to my Site.

I also may use “web beacons” (also referred to as pixel tags, clear gifs or other terms) or similar technologies to collect information such as how long a visitor remains on a particular page.

What types of cookies are used?

Most cookies that I use on my Site are strictly necessary to provide the requested services on my Site and do not require your consent.

Strictly necessary cookies are essential for the correct functioning of my Site and enable basic features, such as site navigation, authentication and secure login, remembering your session and cookie preferences, and allowing us to maintain the safety and security of my Site. To the extent the use of these cookies may include processing of your personal data, the processing will be based on my legitimate interests in providing secure and functioning Site features and services, including secure authentication and login procedures and management of your cookie choices.

Other cookies, however, may not be strictly necessary but help me with respect to the purposes described hereafter. For these cookies, I will collect your prior consent before placing them on your device.

My Site also uses **analytics cookies** that allow me to analyse your use of my Site (such as your behaviour and interaction, including page view, searches, click on links, number of visits), so I can improve Site functionality and experience, and optimize content according to

the interests and preferences of my users. I will only place these types of cookies, and process your related data, if you provide your consent.

How can I manage Cookies?

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser setting to block all cookies (including essential cookies) you may not be able to access all or parts of my website.

You can also learn more about cookies by visiting www.allaboutcookies.org which includes additional useful information on cookies and how to block cookies using different types of browser or mobile device.

8. General

If any court or competent authority finds that any provision of this policy (or part of any provision) is invalid, illegal or unenforceable, that provision or part-provision will, to the extent required, be deemed to be deleted, and the validity and enforceability of the other provisions of this privacy policy will not be affected.

I reserve the right to change this policy as I deem necessary from time to time or to comply with the law. Any changes will be immediately posted on the website and you are deemed to have accepted the terms of the privacy policy on your first use of the website following the alterations.

This agreement will be governed by and interpreted according to the law of England and Wales. All disputes arising under the Agreement will be subject to the exclusive jurisdiction of the English and Welsh courts.

If you have any questions concerning this policy please contact me at info@menstrualsupport.co.uk.