

Massage Works Bristol Privacy Policy

Please take the time to read through this information carefully.

Massage Works Bristol respects and protects your privacy. This policy contains important information on who we are, how and why we collect, store, use and share personal information along with your rights in relation to your personal information and on how to contact us and supervisory authorities in the event you have a complaint.

This website is operated by Tanya Pincott trading as Massage Works Bristol. For more information please visit our website at www.massageworksbristol.co.uk.

This privacy policy relates to your use of the website www.massageworksbristol.co.uk.

Throughout our website we may link to other websites owned and operated by certain third parties. These other third party websites may also gather information about you in accordance with their own separate privacy policies. For privacy information relating to these other third party websites, please consult their privacy policies as appropriate.

We will get your express opt-in consent before we share your personal data with any third party for marketing purposes.

THE INFORMATION WE COLLECT

For further details on when we collect personal information, what we collect as well as how we use it, please read the following sections:

| Purpose/Activity | Type of data | Lawful basis for processing including basis of legitimate interest |
|-----------------------------------|--|---|
| To register you as a new customer | (a) Identity (b) Contact (c) Medical | (a) Performance of a contract with you (b) Consent |

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|--|--|---|
| <p>To process and manage payments, fees and charges or collect and recover money owed to us</p> | <ul style="list-style-type: none"> (a) Identity (b) Contact (c) Financial (d) Transaction (e) Marketing and Communications | <ul style="list-style-type: none"> (a) Performance of a contract with you (b) Necessary for our legitimate interests (to recover debts due to us) |
| <p>To manage our relationship with you which will include:</p> <ul style="list-style-type: none"> (a) Notifying you about changes to our terms or privacy policy (b) Asking you to leave a review or take a survey | <ul style="list-style-type: none"> (a) Identity (b) Contact (c) Profile (d) Marketing and Communications | <ul style="list-style-type: none"> (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 products/services) |
| <p>To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)</p> | <ul style="list-style-type: none"> (a) Identity (b) Contact (c) Technical | <ul style="list-style-type: none"> (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 or group restructuring exercise) (b) Necessary to comply with a legal obligation |
| <p>To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you</p> | <ul style="list-style-type: none"> (a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications (f) Technical | <p>Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy)</p> |
| <p>To use data analytics to improve our website, products/services,</p> | <ul style="list-style-type: none"> (a) Technical | <p>Necessary for our legitimate interests (to define types of customers for our</p> |

| | | |
|--|--|--|
| marketing, customer relationships and experiences | (b) Usage | products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy) |
| To make suggestions and recommendations to you about services that may be of interest to you | (a) Identity (b) Contact (c) Technical (d) Usage (e) Profile | Necessary for our legitimate interests (to develop our products/services and grow our business) |

We may routinely share your personal data in order for us to perform and provide our services to you. This data sharing enables us to process payments and amongst other things, contact you via the Internet.

SPECIAL CATEGORY DATA

Our appointment and booking service is provided by Reservio. They specialise in providing secure collection, processing and storage of personal data for healthcare practitioners.

Your data is stored through Reservio using their data storage facilities, databases and the Reservio web framework, on secure servers, always encrypted when in storage and whilst being transmitted across the Internet. To view their privacy policy please use this link <https://www.reservio.com/privacy-policy/>.

When you come for your first massage we will carry out an initial consultation and with your explicit consent, we will gather personal information including your health history and any personal preferences regarding your massage, this information is held on paper securely on site at Massage Works Bristol.

OUR COLLECTION AND USE OF YOUR PERSONAL INFORMATION

We collect personal information about you when you access our website, register with us, contact us, send us feedback, purchase services or gift cards.

We collect this personal information from you either directly, such as when you register with us, contact us or purchase products or services via our website or indirectly, such as your browsing activity while on our website.

The personal information we collect about you depends on the particular activities carried out through our website. Such information includes:

- your name, address and contact details
- date of birth
- bank account and payment details
- details of any feedback you give us by phone, email, post or via social media
- information about the services we provide to you

We use this personal information to:

- create and manage your account with us
- verify your identity
- provide services to you
- customise our website and its content to your particular preferences
- notify you of any changes to our website or to our services that may affect you
- improve our services

This website is not intended for use by children under the age of 16 and we do not knowingly collect or use personal information relating to children.

DATA RETENTION

By law, we have to keep basic information about customers (including contact identity, financial and transaction data) for six years after they cease being customers for taxation purposes.

For further details regarding our data retention procedures, please contact us.

TRANSFER OF YOUR INFORMATION

We may transfer your personal information to a country that is located outside the European Economic Area (EEA).

If such countries do not have the same data protection laws as the United Kingdom and EEA, any transfer of your personal information will be subject to a suitable relevant safeguard eg European Commission approved contract.

If you would like further information please contact us. We will not otherwise transfer your personal data outside of the United Kingdom or to any organisation (or subordinate bodies) governed by public international law or which is set up under any agreement between two or more countries.

OUR LEGAL BASIS FOR PROCESSING YOUR PERSONAL INFORMATION

When we use your personal information we are required to have a legal basis for doing so. There are various different legal bases upon which we may rely, depending on what personal information we process and why.

The legal bases we may rely on include:

- **consent:** where you have given us clear consent for us to process your personal information for a specific purpose
- **contract:** where our use of your personal information is necessary for a contract we have with you, or because you have asked us to take specific steps before entering into a contract for services
- **legal obligation:** where our use of your personal information is necessary for us to comply with the law (not including contractual obligations)
- **vital interests:** where our use of your personal information is necessary to protect you or someone else's life
- **legitimate interests:** where our use of your personal information is necessary for our legitimate interests or the legitimate interests of a third party (unless there is a good reason to protect your personal information which overrides our legitimate interests).

Should you wish to withdraw your consent at any time please email massageworksbristol@yahoo.com with your request.

INFORMATION YOU PROVIDE

Where we need to collect any personal data by law, or under the terms of an agreement we have with you, and you fail to provide that data when requested, we may not be able to perform the agreement we have or are trying to enter into with you.

YOUR RIGHTS

Under the General Data Protection Regulation and Data Protection Act 2018 you have a number of important rights free of charge. In summary, those include rights to:

- fair processing of information and transparency over how we use your personal information
- access to your personal information and to certain other supplementary information that this privacy policy is already designed to address
- require us to correct any mistakes in your information which we hold
- require the erasure of personal information concerning you in certain situations
- receive the personal information concerning you which you have provided to us, in a structured, commonly used and machine-readable format and have the right to transmit those data to a third party in certain situations
- object at any time to processing of personal information concerning you for direct marketing
- object to decisions being taken by automated means which produce legal effects concerning you or similarly significantly affect you
- object in certain other situations to our continued processing of your personal information
- otherwise restrict our processing of your personal information in certain circumstances

For further information on each of those rights, including the circumstances in which they apply, see the [Guidance from the UK Information Commissioner's Office \(ICO\) on individuals rights under the General Data Protection Regulation](#).

If you would like to exercise any of those rights, please:

- email, call or write to us
- let us have enough information to identify you
- let us have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill), and
- let us know the information to which your request relates.

SECURITY

We have appropriate security measures in place to prevent personal information from being accidentally lost, or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it.

Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

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

COMPLAINTS

We hope that we can resolve any query or concern you raise about our use of your information.

The General Data Protection Regulation and the Data Protection Act 2018 also gives you a right to lodge a complaint with a supervisory authority, in particular in the European Union (or European Economic Area) state where you work, normally live or where any alleged infringement of data protection laws occurred. The supervisory authority in the UK is the Information Commissioner who may be contacted at <https://ico.org.uk/concerns/>.

CHANGES TO THIS WEBSITE PRIVACY POLICY

This website privacy policy was published on 26/01/ 2019.

We may change this website privacy policy from time to time, when we do we will inform you via email.

CONTACT

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