



Cheshire Parent & Family Support Customer Privacy Policy

This privacy notice tells you what to expect us to do with your personal information.

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Contact details

Email: cheshirepfs@gmail.com

What information we collect, use, and why

We collect or use the following information **to provide patient care, services, and other goods:**

- Name, address and contact details
- Pronoun preferences
- Emergency contact details
- Photographs
- Health information (including medical conditions, allergies, medical requirements, due date and medical history)
- Information about care needs (including disabilities, home conditions, medication and dietary requirements and general care provisions)
- Payment details (including card or bank information for transfers and direct debits)

We also collect the following special category information **to provide patient care, services, and other goods**. This information is subject to additional protection due to its sensitive nature:

- Religious or philosophical beliefs
- Health information

Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible [lawful bases](#) in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are set out in brief below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [Read more about the right of access.](#)
- Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [Read more about the right to rectification.](#)
- Your right to erasure** - You have the right to ask us to delete your personal information. [Read more about the right to erasure.](#)
- Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [Read more about the right to restriction of processing.](#)
- Your right to object to processing** - You have the right to object to the processing of your personal data. [Read more about the right to object to processing.](#)
- Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [Read more about the right to data portability.](#)

- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [Read more about the right to withdraw consent.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information **to provide patient care, services, and other goods** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Legitimate interests - we're collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - This information will be used to provide the best service to the customer, to ensure sessions are delivered within their own personal beliefs and needs. Customers are invited to share their personal, religious and spiritual beliefs to ensure sessions delivered meet their needs. Allergy information will be requested as essential oils may be used during sessions.

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Where we get personal information from

- Directly from you

How long we keep information

We will retain your personal information for as long as is necessary to provide our services and to provide our services and to comply with our legal and insurance obligations. In accordance with the requirements of our insurance provider (Westminster), client records - including session notes, contracts, and correspondence - are securely retained for a minimum of seven (7) years after the expiry of the policy. After this period, data will be securely deleted or anonymised.

For more information on how long we store your personal information or the criteria we use to determine this please contact us using the details provided above.

Who we share information with

Data processors

WhatsApp - social media

This data processor does the following activities for us: They are a form of communication between the business and the client individually or in groups. Information will not be shared with WhatsApp directly, but personal or sensitive information may be discussed via this medium to ensure sessions meet the needs of the clients.

Wix - website host, payment

This data processor does the following activities for us: Clients will pay for services via Wix payment. With permission, some photographs may be shared on the company's website.

Facebook/Instagram/TikTok/other social media platforms

With permission, photographs or stories may be shared on Cheshire Parent & Family Support's social media platforms. Clients will always be asked if they consent before anything is shared. Clients will always maintain the right to deny or withdraw consent.

Others we share personal information with

- Organisations we need to share information with for safeguarding reasons
- Publicly on our website, social media or other marketing and information media

Duty of confidentiality

We are subject to a common law duty of confidentiality. However, there are circumstances where we will share relevant health and care information. These are where:

- you've provided us with your consent (we have taken it as implied to provide you with care, or you have given it explicitly for other uses);
- we have a legal requirement (including court orders) to collect, share or use the data;
- on a case-by-case basis, the public interest to collect, share and use the data overrides the public interest served by protecting the duty of confidentiality (for example sharing information with the police to support the detection or prevention of serious crime);
- If in England or Wales – the requirements of The Health Service (Control of Patient Information) Regulations 2002 are satisfied; or
- If in Scotland – we have the authority to share provided by the Chief Medical Officer for Scotland, the Chief Executive of NHS Scotland, the [Public Benefit and Privacy Panel for Health and Social Care](#) or other similar governance and scrutiny process.

How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk> HYPERLINK "<https://ico.org.uk/make-a-complaint/>"/make-a-complaint

