1. Consent:  by filling in any of the forms on emmagracemassage.com, or on Emma Grace sign-up forms, you are giving your consent for Emma Grace Massage to hold your personal information. The information which you supply on the forms will be held together with any clinical records, as applicable. I use your information to give you the best possible service and for insurance purposes.

2. Contract: in agreeing to come to a massage session, you are agreeing that I can take whatever data are necessary for me to be able to contact you, as well as information to ensure your therapy is safe, and to give you the best possible treatment (clinical records). The clinical information you provide will be used only to ensure the best and safest treatment for you, and will only be accessed by me. This is in accordance with insurance and ethical requirements, under the legitimate interests basis in Article 6 and in the provision of healthcare services as outlined in Schedule 1(2) of the UK’s Data Protection Bill, and conditions a, f, and h (consent, health care and legal) and, in the case of minors, condition c (vital interest) of Article 9(2) of the General Data Protection Regulations.

3. Email marketing: with your permission, I will send you emails about my practice, special offers, handy tips and other updates. You will need to opt in positively either online, on your initial consultation form, or by filling in a sign-up sheet in order to receive these updates. You can unsubscribe at any time, either through responding to such emails with “unsubscribe”, by emailing me at [emmagracemassage@gmail.com](mailto:emmagracemassage@gmail.com), or by writing to me directly.

3. Links: when you click on links on our website, they will direct you away from our site. We are not responsible for the privacy practices of other sites and encourage you to read their privacy statements.

3. Storing your information: your information is stored both on a secure computer, in a locked filing cabinet and, where applicable, on the secure control panel for this website.

4. Retaining your information: You have the right to ask me to destroy your records at any time if you wish to terminate our working relationship, which I will do in accordance with all my legal and insurance requirements. Otherwise, adults’ records are retained for eight years following our last date of contact. Children’s records are retained until their 25th or 26th birthday, depending on the exact age of the child when their treatment ended. This is in line with legal and insurance requirements.

5. Accessing your information: Your records are accessed by me, either for clinical or retail purposes. Some contact details are stored on Gmail, which also complies with the GDPR. You have the right to request a copy of your records at any time. These will be sent by post, recorded delivery.

6. Sharing your information:  your information will be kept strictly confidential unless there are legal grounds for me to disclose something which you have told me to a third party. I shall always inform you if I feel that disclosure is necessary and seek your permission and co-operation first. I will never sell your information to third parties.

7. Complaints: if, for any reason, you are unhappy with how I am handling your data, please raise your concerns with me first, so that we can seek a resolution. If you are still not satisfied, then you have the right to complain to the [Information Commissioner’s Office (ICO).](https://ico.org.uk/)