



Privacy Policy

Section A: Introduction, Aim, and Purpose

Introduction

I provide Solution Focused Brief Therapy (SFBT), Hypnotherapy and Rewind Therapy. I am a member of the National Council for Hypnotherapy (NCH), whose professional standards apply to my hypnotherapy practice. SFBT and Rewind Therapy do not have a specific professional regulator with which I am registered.

As part of providing therapy services, I may collect and process information relating to a client's physical or mental health. This is considered special-category personal data under UK data protection law and is handled with appropriate safeguards.

At Laura Adlam Therapy Solutions, I take your privacy and data security seriously. The personal data I hold is processed and stored in accordance with applicable data protection laws, including the UK General Data Protection Regulation (UK GDPR).

The data I collect and process may include:

- Written documents
- Spreadsheets
- Hardcopy case notes and files
- Database entries
- Images and recordings
- Emails and text messages
- Supervision notes
- Website visits
- Social media communication

Aim and Purpose

The purpose of this policy is to outline the framework for the collection, use, storage, and retention of personal data. My goal is to ensure that I respect and uphold the rights of individuals regarding their personal data, in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and best practice in the management of client information.

This is a living document and will be regularly reviewed and updated to reflect changes in data protection laws or the growth of my business. You will be notified of significant updates, especially those that may affect how I process your personal data.

I, Laura Adlam, am responsible for ensuring compliance with data protection legislation at Laura Adlam Therapy Solutions and act as the Data Controller in relation to the personal data I process. Where appropriate, I may use third-party organisations or service providers to process personal data on my behalf.

Section B: Privacy Notice, Use of Information, Retention Schedule

Privacy Notice

At Laura Adlam Therapy Solutions, I am committed to being transparent about how I collect, use, and store personal data. I process your personal data primarily for the provision of therapy services, administrative purposes, and business operations.

I collect and process personal data where there is a lawful basis to do so, which may include consent, performance of a contract, compliance with a legal obligation, or legitimate interests, depending on the purpose of the processing.

I do not use automated decision-making or profiling. Where I use third-party services to support my business, I take appropriate steps to ensure that personal data is handled in accordance with applicable data protection legislation.

Your personal information will be retained for a period of time as detailed in the Retention Schedule below. When data is no longer required, I will ensure it is securely deleted or destroyed.

Third-Party Services and Data Sharing

I use third-party services and providers to support the operation of my business. Where these organisations process personal data on my behalf, I take appropriate steps to ensure that suitable data protection and confidentiality arrangements are in place.

These include:

Web Hosting (IONOS): My website is hosted by IONOS (IONOS SE, Elgendorfer Str. 57, 56410 Montabaur, Germany). IONOS may process technical data such as IP addresses and other information necessary to provide website hosting and functionality. For more details, please see the [IONOS Privacy Policy](#).

Barclays Bank: I use Barclays for processing payments and managing financial transactions. Barclays may process personal data in accordance with its own [privacy policy](#).

SumUp: I use SumUp to process card and contactless payments. SumUp may process personal data, including payment and transaction information, in order to process payments and provide its payment services. For more information, please see [SumUp's Privacy Notice](#).

Google Services: I use Google Analytics, Google Fonts and reCAPTCHA. These services may collect data such as IP addresses and browser information. Google Analytics does not log or store individual IP addresses from UK users. Some data may be transferred to Google servers outside the UK. For more information, please see [Google's Privacy Policy](#).

Email Marketing – MailerLite: I use MailerLite to manage and send email marketing communications. MailerLite acts as a data processor on my behalf for this purpose. For more information, please see the [MailerLite Privacy Policy](#).

Marketing Support: I may use a marketing support provider to assist with the planning, preparation and administration of email marketing. Where this involves access to personal data, the provider will act on my instructions and will be subject to appropriate confidentiality and data-processing arrangements.

Personal data will only be accessed or used for the purposes for which it has been collected and in accordance with applicable data protection legislation.

Marketing and Email Communications

I may use personal data, including names and email addresses, to send relevant updates, information, advice and other marketing communications where I have received appropriate consent to do so.

These communications may include useful information relating to wellbeing and therapy, news and updates from Laura Adlam Therapy Solutions, and information about relevant services.

I aim to keep marketing communications occasional and relevant. You can withdraw your consent and unsubscribe from marketing communications at any time by using the unsubscribe option included in the email or by contacting me directly.

Where I use a third-party email marketing provider or marketing support provider to assist with these communications, appropriate data protection and confidentiality arrangements will be in place.

Anonymised Data

In some circumstances, personal data may be anonymised so that an individual can no longer be identified. Where information has been effectively anonymised, it is no longer considered personal data for data protection purposes.

Client testimonials will only be used with appropriate consent. Where a testimonial includes information that could identify a client, it will continue to be treated as personal data unless it has been genuinely anonymised.

Retention Schedule

I retain personal data for specific periods, aligned with legal and business requirements. Below is the retention schedule for different types of information:

Information Asset	Retention Period	Trigger for Disposal
Client Records (Session Notes, Consultation Forms)	8 years after the last interaction with the client (or until the client's 25th birthday, or 26th if the client is 17 at the time treatment ends)	End of retention period
Safeguarding Records	5 years after the final treatment session or as per the insurance policy	End of retention period
Email Records	Annual review, delete remaining data after the review period	End of retention period
Promotional Materials	Until superseded, with re-checking of consent prior to reissue	End of retention period
Subject Access Requests	8 years from submission/completion, or 2 years after case closure if after 6 years	End of retention period
Incident/Accident Reports	40 years from the date the report was closed	End of retention period

Secure Data Destruction

When data is no longer required, it will be securely destroyed. Physical data will be shredded using a cross-cut shredder, and electronic data will be permanently deleted.

Section C: Data Protection Rights and Procedures

Right to Access (Subject Access Request)

You have the right to request access to the personal data I hold about you. A Subject Access Request (SAR) must be responded to within one month. If the request is complex, I may extend the time frame to two months, and I will inform you if this happens.

SARs should be submitted in writing to Laura Adlam Therapy Solutions. I will provide a copy of your personal data in an intelligible format and inform you about:

- Why I hold your data
- Who it may be disclosed to
- The processing activities related to your data

Right to Erasure (Right to be Forgotten)

You have the right to request the erasure of your personal data in certain circumstances, including where the data is no longer necessary for the purposes for which it was collected, or where you withdraw consent and there is no other lawful basis for continuing to process the data.

This right is subject to certain exceptions, including where I have a legal or other lawful reason to retain personal data. Where an erasure request is accepted, I will ensure that the relevant personal data is securely deleted or destroyed in accordance with applicable data protection requirements.

Data Breach Notification

In the event of a personal data breach, I will take appropriate steps to contain, assess and investigate the breach and will keep a record of the incident.

Where a breach is likely to result in a risk to the rights and freedoms of individuals, I will notify the Information Commissioner's Office (ICO) without undue delay and, where feasible, within 72 hours of becoming aware of the breach.

Where a breach is likely to result in a high risk to the rights and freedoms of individuals, I will also notify affected individuals without undue delay, where required by law.

Any notification will include the relevant information available at the time, including a description of the breach, the data affected, the likely consequences and the measures taken to address and mitigate the impact.

Complaints Process

If you have a concern or complaint about how your personal data has been collected, stored, used or otherwise handled by Laura Adlam Therapy Solutions, please contact me at info@adlamtherapy.com.

I will acknowledge receipt of your complaint within 30 days. I will take appropriate steps to investigate the matter without undue delay and will keep you informed of progress where appropriate.

Once I have completed my investigation, I will provide you with the outcome without undue delay.

If you remain dissatisfied after I have responded, you can also raise your concern with the Information Commissioner's Office (ICO), the UK's independent regulator for data protection and information rights.

This process is specifically for complaints about how your personal data has been handled. It is separate from any general complaint about the therapy service.

Supervision in Case of Serious Illness

In the event of my serious illness or death, my supervisor will ensure that client data is archived in accordance with applicable data protection requirements and all clients will be informed appropriately.

Security Measures

To protect your personal data, I use various security measures, including:

- Encryption for electronic data
 - Password protection for devices and documents
 - Secure storage of physical data in locked cabinets
 - Regular review and updating of my security protocols to ensure compliance with UK GDPR
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Conclusion

This policy explains how Laura Adlam Therapy Solutions collects, uses, stores and protects personal data. If you have any questions about how your personal data is handled, please contact me using the details below.

Email: info@adlamtherapy.com

Telephone: 07749 813600