



JM Counselling

Privacy Policy

Last updated: June 2026

This privacy notice explains how I collect, use, store and protect personal information in my therapy practice.

I am Jules (Julie) Moorcroft, counsellor working; in person, online and by phone. I am the data controller for personal information that I collect through JM Counselling.

This means I am responsible for deciding how personal information is used and for keeping it safe.

If you have any questions about this privacy notice, or about how your information is handled, you can contact me at:

Email: jules@jmcounselling.co.uk

Phone: 07500 792 491.

Website: www.jmcounselling.co.uk

This privacy notice applies to people who contact me about therapy, current and former clients, and visitors to my website.

Your privacy is very important to me and you can be confident that your personal information will be kept safe and secure and will only be used for the purpose that it was given to me. I adhere to current UK data protection legislation. Your data will only be used to enable me to provide you with the best service possible and for the purpose of conducting my therapy business in line with legal, professional and ethical obligations. I will only retain your personal information for as long as is necessary in line with guidance from the Information Commissioner's Office.

This privacy notice tells you about the personal information I will collect and what I will do with that information, from initial point of contact through to after therapy has ended. In order to comply with UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018, I am registered with the Information Commissioner's Office (ICO). I also adhere to the ethical guidelines regarding protecting client privacy and confidentiality set by the British Association for Counselling and Psychotherapy (BACP).

GDPR states that I must have a **lawful basis** for processing your personal data. There are different lawful bases depending on the stage at which I am processing your data, the following lawful bases will apply.

- **Contract** – I have to collect and use your information so I can enter into, or carry out a contract with you.
- **Legitimate interests** – Data is collected and processed for the purposes of running my therapy practice, without causing an undue risk of harm to anyone.
- **Legal Obligations** – Some data is retained so that I can comply with legal requirements.



JM Counselling

In addition, GDPR also requires me to ensure that I look after any sensitive personal information that you may disclose to me appropriately. This type of information is called 'special category personal information'. The lawful basis for me processing any special categories of personal information is for the provision of health treatment (in this case therapy sessions) and necessary for a contract with a health professional (in this case, a contract between me and you).

For more information on the lawful bases outlined above and how these apply to specific aspects of your data, please contact me.

How I use your information

When you contact me with an enquiry about my counselling services I will collect information to help me satisfy your enquiry. This will include your name, contact details, relevant medical information and reasons for attending counselling. Alternatively, your GP, other health professional, relative or organisation may send me your details when making an enquiry on your behalf. If you decide not to proceed I will ensure all your personal data is deleted within 3 months. If you would like me to delete this information sooner, just let me know.

At the start of our work together we will both sign a copy of our contract (or if we are working online an email confirmation is also acceptable). I will ask you to complete a personal details form containing your name, address, date of birth, contact information, GP and emergency contact details (this person would only be contacted in an emergency situation). You will also be asked to provide details of medication you are currently taking, any diagnosed mental health condition and any other professionals currently involved in your care. I will also ask for any medical conditions I need to be aware of that could affect sessions or require immediate medical attention. Your telephone number and email address will be added as a contact in my phone using your first name. Additionally, your first name and telephone number are noted on a 'current client' list which will be accessed by my clinical supervisor should I be severely incapacitated (see data sharing below).

The personal details you have given to me will be held on my computer under a unique identifier, your name will not be used (pseudonymised). Your email address and telephone number will only be used to contact you regarding appointment times, provide information we have agreed is relevant to your therapy or inform you of updates to terms and conditions. I will only contact your GP if completely necessary to fulfil my duty of care towards you and I would discuss this with you wherever possible before contacting them. I record dates and times of our sessions and make brief notes relating to the content of sessions for the purpose of assisting our work together. Client notes are identified by your unique identifier; they do not include any personal details that could be used to identify you. Client notes are stored separately from contracts and personal information forms. Your information is held securely and is not shared with any third party other than as stated in the exceptions outlined below.

While you are accessing counselling, rest assured that everything you discuss with me is confidential. That confidentiality can only be broken in limited circumstances, as outlined in our contract. If relevant, I will always try to speak to you about this first, unless there are legal or safeguarding issues that prevent this.



JM Counselling

For security reasons I do not retain text messages or emails for more than 2 weeks. If there is relevant information contained in a text message or email I will take an image and store it securely with your notes.

Once counselling has ended, your emergency contact, GP details and medical/medication information are removed from the personal details I hold. I keep a record of your name, address, and date of birth and your client reference number for seven years after therapy ends, this enables me to identify your notes if necessary. Electronic data in the form of your telephone number or email address together with text messages or emails which contain basic information about appointment times etc. will be deleted six months after your therapy ends. Any text messages or emails containing information relevant to our work together may be printed/ image-captured and stored securely with your notes. Therapy or supervision session notes and remaining personal information are kept for seven years from the end of therapy, after which time they will be securely destroyed.

There may be times when I need to keep records for longer, for example where there are safeguarding, legal, insurance, complaint-related or professional-body reasons. I keep my retention periods under review and aim to make sure they remain justified and proportionate.

In the course of providing my services I may sometimes share personal contact data (email address and/or telephone number) with third parties. Where I use external providers, they may process data on my behalf. I aim to use reputable providers with appropriate data protection and security arrangements.

This information may be stored in the following systems:

- Website / contact form: Go Daddy
- Email: Office 365 (Microsoft)
- Online sessions: Microsoft Teams, Zoom, WhatsApp.
- Cloud storage or backup: Microsoft One-drive
- Phone / messages: SMS, WhatsApp

I take great care to ensure that my contract with the third party states what they are allowed to do with the data I share with them. I ensure that they do not use your information in any way other than the task for which they have been contracted.

I take the security of the data that I hold about you very seriously. My email account and any devices used are password protected and have anti-virus software. Please note, however, that no data transmission over the internet can be guaranteed as 100% safe. Paper records are stored securely in a locked filing cabinet that only I have access to.

If we work online, sessions will take place using Microsoft Teams, alternatively Zoom or WhatsApp may be used at your request. I will take reasonable steps to protect confidentiality from my side, and I ask that you also choose a private space where you cannot easily be overheard or interrupted.



JM Counselling

Online platforms may process technical information such as IP address, device information or connection data. Please also check the privacy notice of the platform we use if you would like more detail.

I do not record, transcribe or use AI tools to process therapy sessions. I may use digital tools for general practice administration, writing, planning or education. Where I do, I aim to avoid putting identifiable client material into tools that are not appropriate for confidential clinical information, and I take data protection and confidentiality into account when choosing how to use those tools.

When you visit www.jmcounselling.co.uk, some technical information may be collected automatically, such as your IP address, device type, browser type, pages visited and the time of your visit. This may happen through website hosting, security, analytics or cookie tools.

My website is hosted by GoDaddy. The website may use cookies or similar technologies to make the site work, improve performance, understand visitor behaviour or support security.

You can usually control cookies through your browser settings. If I use cookies or similar technologies that are not strictly necessary, I will make sure the website provides the level of notice, choice or consent required by law. In some cases, current UK rules may allow limited exemptions for certain analytics or functionality cookies, but only where the legal conditions for those exemptions are met.

I engage with ongoing Professional Clinical Supervision where I discuss my client work. During these sessions, if I refer to you I will only ever share your first name and age. My supervisor is a counselling professional who abides by the same confidentiality regulations outlined in our contract and the BACP's code of ethics.

In line with BACP Ethical requirements and as part of my duty of care to you, I have appointed my clinical supervisor and a respected colleague as executors of my clinical will. In the event of my death or a severe illness which would prevent me communicating directly with you, my clinical supervisor has access to a list which contains the first name and telephone number of all current clients. In the extreme circumstances outlined above, they would share your contact information with the other executor. This arrangement is in place so that they may contact you without delay and be able to support you in making alternative arrangements where this is desired. In their capacity of executors, they would also take over responsibility for any other personal data I hold and would handle this information as outlined in this privacy policy. Both of these people are qualified professionals and abide by the same limits of confidentiality and ethical standards as myself.

Should you become unwell during our session and I am required to contact the emergency services, information which will help them care for you may be disclosed to them. I will also contact the emergency contact you have provided.

I may be required to share a limited amount of personal data with third parties in order to fulfil legal obligations in respect of tax and accounting purposes.

If your appointments are paid for or arranged via a third party, for example, an insurance provider, information may be shared with that third party such as dates of attendance for invoicing purposes. If



JM Counselling

the third party requires a report to be produced which may contain information about the content or progress of our work together, this will be clearly outlined in our contract. Any additional details or information will remain confidential unless you give me your written consent to do so.

You have a right to be informed about how your data is used, ask for a copy of any information that I hold about you or object to the use of your personal data. You also have a right to complain about how your information has been handled, request me to correct or delete your personal information, to limit how I use your personal information and to stop processing or to transfer your personal information. Please be aware that in some situations, depending upon the legal basis under which the data is held, I may be unable to comply fully or at all with any such request. For example, I may need to retain some information about you to ensure that I am compliant with any legal requirements; alternatively the information requested may include third-party data. You can read more about your rights at ico.org.uk/your-data-matters.

If you would like to make a request relating to any of the rights above, please send a request in writing by emailing jules@jmcounselling.co.uk.

I will respond to a request about your data rights within one month. If a request is particularly complex, or if I need to consider whether any restriction or exemption applies, I may need longer, in which case I will let you know.

If you have a concern about how I have handled your personal information, you can make a data protection complaint by contacting me by emailing jules@jmcounselling.co.uk. Please include; your name, what your concern is about, what you would like me to look into and how you would prefer me to respond. I will acknowledge your complaint within 30 days and take appropriate steps to look into it without undue delay. I will investigate your complaint as appropriate, keep you informed where necessary, and tell you the outcome without undue delay.

If you are not satisfied with my response, or if you would prefer to contact the UK regulator directly, you can contact the Information Commissioner's Office: Website: www.ico.org.uk, Telephone: 0303 123 1113

I am the data controller and I am registered with the Information Commissioner's Office my registration number is ZB593474.

I may update this privacy notice from time to time to reflect changes in my practice, legal requirements, professional guidance or the systems I use.

The latest version will be available on my website.