

PRIVACY POLICY

The Myriad Collective Group Limited, trading as *The Myriad Collective*, respects your privacy and is committed to safeguarding your personal information. This Privacy Policy explains how we collect, use, and protect your data when you visit our website, engage with us, or access our services.

We are registered with the Information Commissioner's Office (ICO) and adhere to the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

This policy should be read alongside our **Confidentiality Policy**, which provides additional details about how therapeutic data is handled. It supplements those notices and is not intended to override them.

1. Personal Data We Collect

We may collect and process the following categories of personal data:

- **Identity Data:** first name, last name, title, and any other identifying information you provide.
- **Contact Data:** home address, email address, and telephone number.
- **Transaction Data:** details relating to payments for services. Payments are processed by bank transfer; we do not store payment card details.
- **Technical Data:** IP address, browser type and version, operating system, time zone setting, and other technology used to access our website.
- **Usage Data:** information about how you interact with our website, including pages visited and resources accessed.
- **Service Data:** clinical notes, assessments, outcome measures, and reports created in the context of therapeutic or consultancy services (covered in greater detail in our Confidentiality Policy).

2. How We Collect Data

We may obtain personal data in the following ways:

- **Direct Interactions:** when you complete an enquiry form, communicate with us by phone, email, or post, or enter into a contract for services. We use a secure, GDPR-compliant online platform to collect and store your data.
- **Automated Interactions:** through cookies, server logs, and analytics when you visit our website.
- **Third-Party Sources:** such as website analytics providers (e.g., Google Analytics).

3. Purposes for Processing Data

We will use your personal data only when lawful to do so. Purposes include:

- Responding to enquiries and requests.
- Providing psychotherapy, consultancy, or training services.
- Scheduling appointments and managing communications.
- Processing payments and maintaining financial records.
- Monitoring and maintaining IT systems and website security.
- Analysing website use to improve services and content.
- Fulfilling legal and regulatory obligations, including safeguarding.

4. Lawful Basis for Processing

Our processing of data relies on the following lawful bases:

- **Contractual necessity:** processing required to deliver our services.
- **Legal obligation:** compliance with tax, safeguarding, and regulatory duties.
- **Legitimate interests:** ensuring IT security, maintaining records, and improving services, provided your rights are not overridden.
- **Consent:** in limited cases, such as when you opt-in to marketing communications (note: we do not share data for third-party marketing).

5. Sharing of Personal Data

We do not sell or share your data for marketing purposes. Data may be disclosed only where:

- It is necessary to perform a contract with you.
- We are legally required to do so.
- Disclosure is necessary to protect safety, rights, or property.

- Professional safeguarding or ethical duties require disclosure.

6. Data Security

We implement appropriate technical and organisational safeguards to protect personal data, including secure systems, access controls, and encryption.

While we take every precaution, the transmission of data over the internet can never be guaranteed as fully secure. Any information you share online is at your own risk, but once received, we apply strict procedures to protect it.

7. Data Retention

We retain data only for as long as necessary, in line with legal and professional obligations. Examples include:

- **Client records:** retained in line with professional body requirements (usually up to 7 years after services end).
- **Financial records:** retained for at least 6 years to comply with tax law.

Retention periods may vary where longer storage is legally required.

8. Your Rights

Under UK GDPR, you have the right to:

- Request access to the data we hold about you.
- Request correction of inaccurate or incomplete data.
- Request erasure where there is no lawful reason for us to retain it.
- Object to processing based on legitimate interests.
- Restrict processing under certain circumstances.
- Request transfer of your data to you or another provider.
- Withdraw consent where processing is based on consent.

To exercise any of these rights, please contact us (see details below). We aim to respond within one month of receipt.

9. Third-Party Links

Our website may contain links to third-party websites. We do not control these websites and are not responsible for their privacy practices or content. We encourage you to review their privacy notices before sharing any personal data.

10. Changes to This Policy

This Privacy Policy may be updated periodically. The most recent version will always be available on our website.

11. Contact and Complaints

Data Controller: The Myriad Collective Group Limited

Email: rebeccahitch@themyriadcollective.com

If you are concerned about how we use your data, you have the right to make a complaint to the Information Commissioner's Office (ICO) at www.ico.org.uk. We encourage you to contact us first so we can address your concerns directly.

We take data protection and confidentiality really seriously, and seek to adhere strenuously to the correct, and most up to date, regulation around this.

For questions about this policy or related procedures, contact:

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www.themyriadcollective.co.uk