

# Emma Mills

P R I V A T E M I D W I F E

REALISTIC APPROACH TO PARENTING

## **Privacy Policy**

We take privacy and handling of your data seriously here at Emma Mills – Private Midwife. With the new GDPR regulations we have made it easy and transparent as to how we use your data and your rights. Please feel free to read our privacy policy below and be assured that the information given to the team is confidential and protected.

### **Who we are:**

Emma Mills – Private midwife is midwifery service providing additional support and advice to women and their families in the antenatal and postnatal period. We are committed to maintaining the trust and confidence of our visitors to our website and clients of the service. In particular, we want you to know that Emma Mills -Private Midwife does not sell, rent or trade email lists with other companies and businesses for any marketing purposes. To show you how we operate, our Privacy Policy provides lots of detailed information on when and why we collect your personal information, how we use it, the limited conditions under which we may disclose it to others and how we keep it secure.

### **Cookies:**

#### **What are cookies?**

Like most websites, [www.emmamillsmidwife.com](http://www.emmamillsmidwife.com) uses cookies to collect information. Cookies are small data files which are placed on your computer or other devices (such as smart 'phones or 'tablets') as you browse this website. They are used to 'remember' when your computer or device accesses our website. Cookies are essential for the effective operation of our websites. They are also used to tailor the services offered to you, both on our websites and elsewhere.

#### **Information collected**

Some cookies collect information about browsing behaviour when you access this website via the same computer or device. This includes information about pages viewed and your journey around a website. We do not use cookies to collect or record information on your name, address or other contact details. Emma Mills – Private Midwife can use cookies to monitor your browsing behaviour. When you land on the website we tell you this straight away and a link to the privacy and cookies page is accessible on the website.

### **Analytics:**

When someone visits [www.emmamillsmidwife.com](http://www.emmamillsmidwife.com) we use third party services, Go Daddy, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out

things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone using the site.

**Contact form:**

When you access Emma Mills via the 'Contact Us' form on the website, it will ask you to provide us with some information. This will normally be a name, contact number or email so that Emma can contact you directly and respond to your enquiry.

**Protecting your information:**

Emma Mills- Private Midwife is committed to protecting the personal information you entrust to us. We adopt robust and appropriate technologies and policies, so the information we have about you is protected from unauthorised access and improper use.

All information that is given to the team is confidential and in line with nursing regulations Nursing and Midwifery Council – The Code of Practice and GDPR. Some information we may ask can be considered 'sensitive' under GDPR (2018), such as your state of health. The team may ask you questions to establish what information will be relevant to your query and how best to answer your questions. As with all the personal information you provide to us, you can be assured that any sensitive information you choose to supply will be kept in accordance with the terms GDPR and only used in accordance with this privacy policy.

Brief information will be stored by the team to provide any subsequent support and may be used for anonymous statistical reporting of the service and users. Emma Mills is the sole owner of information gathered by Emma Mills and will not pass information onto third parties or charities. The team are obliged to inform a third party only if there is a concern for the safety of a child or vulnerable adult, as in line if the Safeguarding procedures of Emma Mills Services. The information you provide will only be used by the Emma Mills team and will not be passed to other teams within The Perrymount Clinic without your express permission.

**External website and third-party links:**

Although we only look to include quality, safe and relevant external links, users are advised to adopt a policy of caution before clicking any external web links mentioned throughout this website. (External links are clickable text / banner / image links to other websites).

We cannot guarantee or verify the contents of any externally linked website despite our best efforts. Users should therefore note they click on external links at their own risk and we cannot be held liable for any damages or implications caused by visiting any external links mentioned.

**Access to your personal information:**

Under GDPR, you have the right to access any of your personal data that we hold. You can ask what information we hold about you by contacting Emma Mills at [emma@emmamillsmidwife.com](mailto:emma@emmamillsmidwife.com)

Emma Mills is committed to ensuring equality to all those using the services. Emma Mills makes sure that the service is sensitive to an individual's needs and will respect their background in relation to age, gender, race/culture, location, religion, any disability and sexual orientation.

If you have a complaint about Emma Mills – Private Midwife you can email Christian Bates at;  
[christian@theperrymount.com](mailto:christian@theperrymount.com)