

Privacy Policy

Effective Date: January 27, 2025

Introduction

Holisticaä Massage Clinic ("we," "our," "us") is committed to protecting your personal data and respecting your privacy. This Privacy Policy explains how we collect, use, and safeguard your personal data when you interact with our services, including through our website, appointment scheduling system, and payment processing. We comply with the General Data Protection Regulation (GDPR) and other applicable data protection laws.

1. Data Controller

Holisticaä Massage Clinic is the data controller responsible for your personal data. If you have any questions or concerns about this Privacy Policy or our data processing practices, please contact us:

- **Email:** reception@holisticaa.com
- **Phone:** 02081564788

2. Personal Data We Collect

We collect the following categories of personal data:

1. **Contact Information:** Name, email address, phone number, and postal address.
2. **Appointment Details:** Date, time, and service booked.
3. **Payment Information:** Payment details processed securely via Stripe (we do not store full payment card details).
4. **Health Information:** Information you provide during consultations to ensure safe and effective treatments (e.g., medical history, allergies).
5. **Technical Information:** IP address, browser type, and usage data when you interact with our website.

3. How We Collect Your Data

We collect your data in the following ways:

1. **Directly from You:** When you book appointments, fill out forms, or communicate with us.
2. **Automatically:** Through cookies and similar technologies when you use our website.
3. **Third Parties:** Via Square for appointment scheduling and Stripe for payment processing.

4. How We Use Your Data

We use your personal data for the following purposes:

1. **Providing Services:** To schedule and deliver massage therapy services.
2. **Processing Payments:** Securely handling transactions via Stripe.
3. **Client Communication:** Sending appointment reminders, updates, and responding to inquiries.
4. **Personalization:** Customizing your experience and treatment plans.
5. **Compliance:** Meeting legal, regulatory, and tax obligations.

5. Legal Basis for Processing

We process your personal data based on the following legal grounds:

1. **Consent:** When you provide consent for specific uses (e.g., marketing communications).
2. **Contract:** To fulfill our contractual obligations to you.
3. **Legal Obligation:** To comply with applicable laws and regulations.
4. **Legitimate Interests:** For purposes such as improving our services and ensuring security.

6. Sharing Your Data

We only share your personal data with trusted third parties when necessary:

1. **Service Providers:** Square for appointment scheduling and Stripe for payment processing.
2. **Legal Authorities:** If required by law or to protect our legal rights.
3. **Business Transfers:** In the event of a merger or sale, subject to confidentiality obligations.

7. Data Security

We implement appropriate technical and organizational measures to protect your personal data against unauthorized access, loss, or misuse. For example:

- Data encryption during transmission.
- Restricted access to your data on a need-to-know basis.
- Regular security audits and monitoring.

8. Data Retention

We retain your personal data only as long as necessary to fulfill the purposes outlined in this Privacy Policy or as required by law. For example:

- Appointment and payment records: Retained for 7 years to comply with tax and accounting regulations.
- Health information: Retained for 5 years after your last treatment to ensure continuity of care.

9. Your Rights

Under GDPR, you have the following rights:

1. **Access:** Request a copy of your personal data.
2. **Correction:** Request correction of inaccurate or incomplete data.
3. **Deletion:** Request deletion of your data, subject to legal obligations.
4. **Restriction:** Request limitation of processing in certain circumstances.
5. **Portability:** Request transfer of your data to another service provider.
6. **Objection:** Object to processing based on legitimate interests.
7. **Withdraw Consent:** Withdraw consent for specific processing activities.

To exercise your rights, please contact us at reception@holisticaa.com.

10. Cookies and Tracking Technologies

We use cookies to enhance your experience on our website. You can manage your cookie preferences through your browser settings. For more details, see our Cookie Policy.

11. Third-Party Services

Our use of Square and Stripe complies with their respective privacy policies:

- **Square Privacy Policy:** <https://squareup.com/legal/privacy-no-account>
- **Stripe Privacy Policy:** <https://stripe.com/privacy>

These third-party services act as data processors on our behalf.

12. Updates to This Privacy Policy

We may update this Privacy Policy from time to time. Changes will be posted on our website, and we encourage you to review the policy periodically.

13. Complaints

If you believe we have violated your privacy rights, you can contact us directly or lodge a complaint with the Information Commissioner's Office (ICO):

- **Website:** <https://ico.org.uk>
- **Phone:** +44 303 123 1113

Thank you for trusting Holisticaä Massage Clinic. Your privacy is our priority.