

Willow & Thyme Therapy

Privacy Policy

Introduction

Willow & Thyme Therapy ("we," "us," "our") is committed to protecting and respecting your privacy. This policy explains how we collect, use, and protect your personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. By visiting our website or using our services, you agree to the collection and use of information in accordance with this Privacy Policy.

Information We Collect

We may collect the following types of personal data:

- Personal Information: Name, contact details (email, phone number), and any details you provide through our contact forms, consultations, or therapy sessions.
- Health Information: Any relevant medical or mental health details you provide for therapy purposes, including personal history, health conditions, and treatment information.
- Payment Information: If applicable, information related to payment for services rendered, which are securely processed by third-party payment providers.

How We Use Your Information

We use your personal data to:

- Provide therapy services and ensure quality of care
- Communicate with you regarding appointments, cancellations, and updates
- Process payments and maintain financial records
- Fulfil legal and ethical obligations, including record-keeping requirements

Legal Basis for Processing Your Data

Under UK data protection law, we must have a "lawful basis" for collecting and using your personal information. You can find out more about lawful bases [here](#). We process your data under the following lawful bases:

- Consent: When you provide clear consent, such as via contact forms, consultations, email, text, or in sessions.
- Contractual Necessity: When processing is required to provide therapy services.
- Legal Obligation: When compliance with legal, regulatory, or professional body requirements is necessary.
- Legitimate Interests: For practice operations, security, and record maintenance.

Data Retention

We retain your personal data for 7 years after your last point of contact in line with the National Counselling and Psychotherapy Society requirements and our professional insurance obligations. Financial records may be kept longer to meet requirements for HMRC and the IRS.

Sharing Your Information

We **do not** sell or share your data for marketing. We may share your data with:



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- Healthcare providers & Safeguarding Personnel: When necessary for your care or legal duties
- Legal Authorities: If required by law (e.g., court orders, regulatory obligations)
- Third-party Service Providers: For secure record keeping, payment processing, and IT support

Therapy records are strictly confidential. Any data sharing is considered on a case-by-case basis, ensuring legal and ethical compliance, often in consultation with supervisors, other healthcare professionals, or in collaboration with the client where appropriate and possible.

Data Security

We implement reasonable precautions to prevent the loss, misuse, or alteration of any data you provide. This includes encrypted electronic health records (EHR) and secure storage, secure communication methods for emails and practice management software, and restricted access to personal data within our practice. Some of our third-party service providers may process personal data outside the UK. Where this occurs, we have reviewed their Privacy Policy for mention of UK GDPR, UK adequacy decisions or SCCs.

Your Rights Under UK GDPR

You can find out more about your data protection rights and the exemptions which may apply [here](#):

- Right of access: You have the right to ask us for copies of your personal information.
- Right to rectification: You have the right to ask us to correct inaccurate or incomplete data.
- Right to erasure: You have the right to ask us to delete your personal information, subject to legal and ethical obligations.
- Right to restriction of processing: You have the right to ask us to limit how we can use your personal information.
- Right to object to processing: You have the right to object to the processing of your personal data.
- Right to data portability: You have the right to ask that we transfer the personal information you gave us to another organisation.
- Right to withdraw consent: When we use consent as our lawful basis, you have the right to withdraw your consent at any time.

Cookies

Our [website](#) is hosted by WebHealer which uses cookies to enhance functionality. For more details, visit [WebHealer's Cookie Policy](#).

External Links

Our website, documents, and other communications may contain links to third-party websites or resources not operated by Willow & Thyme Therapy. We are not responsible for their privacy practices or content and we encourage you to review their privacy policies.

Contact Us

To make a data protection rights request or if you have any questions about this Privacy Policy, please email shaunanew@wttherapy.co.uk. We will respond without undue delay within one month.

