



Privacy Policy

Last Updated: 19th April 2025

Introduction

Helen Nutritional Therapy (“we”, “us”, “our”) respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, disclose and safeguard your information when you visit our website [www.helennutritionaltherapist.co.uk], engage with our services, or subscribe to our email communications.

If you have any questions about this policy, please contact us at info@helennutritionaltherapist.co.uk.

Data Controller & Contact Details

Helen Auburn is the data controller for the purposes of UK GDPR and is responsible for determining how and why your personal data is processed.

Business Name: Helen Nutritional Therapy

Registered Address: 3 Eastcott Hill, Old Town, Swindon, Wiltshire, SN1

3JG Email: info@helennutritionaltherapist.co.uk

For concerns about data protection, you may also contact the Information Commissioner’s Office (ICO) via www.ico.org.uk.

What Personal Data We Collect

We may collect, store and process the following types of personal data:

- Name, contact number, email address, postal address and next of kin details.
- Details of conversations, such as referrals and appointment requests.

- Health information including medical history, dietary and lifestyle habits, supplement and medication use, biochemical test results, clinic notes, and health improvement plans.
- GP contact information.
- Bank details.

Lawful Basis for Processing Personal Data

Under UK GDPR, we process your personal data on the following legal bases:

- **Consent** – when you subscribe to marketing emails or provide sensitive health information.
- **Contractual necessity** – to deliver services you have requested.
- **Legal obligation** – to comply with applicable laws and regulations.
- **Legitimate interests** – to improve services, ensure security, and conduct limited marketing (with opt-out options).

How We Collect Your Data

You may provide your personal data to us via:

- Contact forms
- Consultation or booking forms
- Newsletter sign-up forms (via MailerLite)
- Cookies and website analytics tools
- Direct communication (email, phone, or in-person)
- Payment processing systems

How We Use Your Data

We use your personal data for the following purposes:

- **To Provide Services** – such as booking and delivering nutritional therapy consultations and tailoring dietary recommendations.
- **Marketing and Email Communications** – via MailerLite, to send newsletters and business updates. Emails are only sent with your consent and include an option to unsubscribe at any time.
- **Legal Compliance and Security** – including fraud prevention and adherence to data protection laws.

Email Marketing & Communications

We use **MailerLite** to manage our email marketing communications. By subscribing to our emails, you consent to your data being processed under MailerLite's Privacy Policy:

www.mailerlite.com/legal/privacy-policy.

Your Choices:

- Unsubscribe at any time via the “unsubscribe” link in our emails.
- Contact us to update your preferences.

Cookies & Tracking Technologies

Our website uses cookies to improve your browsing experience. These may include:

- **Essential Cookies** – necessary for the basic functionality of the website.
- **Analytics Cookies** – used to track and analyse website performance (e.g. Google Analytics).
- **Marketing Cookies** – for personalised advertising and retargeting.

Managing Cookies:

You can manage or disable cookies via your browser settings. For guidance, visit www.aboutcookies.org.

Data Sharing & Third Parties

We never sell or rent your personal data. However, we may share your data with trusted third parties, including:

- **Email Marketing Provider (MailerLite)** – for managing email subscriptions.
- **Website Hosting Provider** – to ensure website functionality and security.
- **Legal Authorities** – if required by law (e.g. for fraud prevention).

All third-party providers are GDPR-compliant.

Refund Policy

By purchasing a nutritional therapy package, you are securing a defined level of professional support and time. Under UK law (Supply of Goods and Services Act 1982), once the service has commenced, it is considered delivered in good faith and with reasonable care and skill. Therefore, refunds are not issued, even if you choose not to utilise the full support included in the package.

Unfortunately providing incorrect or incomplete information to us may lead to us withdrawing the provision of services. Additionally, we will not be responsible for provision of the services with delay or not providing any part of them if this is caused by you not providing at all or providing incorrect or incomplete information. In cases where services are withdrawn due lack of or incorrect information provided by you refunds are not available.

How Long We Keep Your Data

We retain personal data only for as long as necessary to fulfil the purposes outlined above. After the relevant retention period, data is securely deleted or anonymised.

Data Security

We employ strict security measures to protect your personal information. Data is stored in secure locations, and access is restricted to authorised personnel. Personal data stored on portable devices such as laptops is encrypted.

Your Rights Under UK GDPR

You have the right to:

- **Access Your Data** – request a copy of the personal data we hold about you.
- **Rectify Errors** – request corrections to inaccurate or incomplete data.
- **Request Erasure** (“Right to be Forgotten”) – ask for your personal data to be deleted.
- **Restrict Processing** – limit how your data is used in certain circumstances.
- **Withdraw Consent** – revoke consent for marketing communications at any time.
- **Lodge a Complaint** – with the ICO if you believe your rights have been infringed.

To exercise your rights, please contact us at info@helennutritionaltherapist.co.uk.

Contact Information

If you have any questions about this Privacy Policy, please contact:

Helen Auburn

Email: info@helennutritionaltherapist.co.uk

Address: 3 Eastcott Hill, Old Town, Swindon, Wiltshire, SN1 3JG

If you are dissatisfied with our response, you can contact the Information Commissioner's Office: www.ico.org.uk