

**1. WHAT WE COLLECT**

* **Contact Information**: name, phone, email, address
* **Service Information**: only where necessary for consultancy work
* **Technical Info**: anonymized IP address and browsing activity

**2. HOW WE USE YOUR DATA**

* Respond to inquiries
* Deliver services
* Comply with legal or regulatory obligations
* Improve website experience

**3. LEGAL BASIS FOR PROCESSING**

* Your **consent**
* **Legitimate interest** to operate and grow our services
* **Legal obligations**

**4. DATA SHARING**

We may share information with:

* Regulatory bodies (e.g. CQC or similar)
* Health professionals (for consultancy purposes)
* IT service providers for hosting/security

No data is sold. Data is stored securely and never transferred outside the UK or EEA without safeguards.

**5. DATA RETENTION**

Data is retained only as long as necessary — typically 6 months after your last interaction unless required longer by law.

**6. YOUR RIGHTS**

You have the right to:

* Access your data
* Request correction
* Request deletion
* Object to processing
* Lodge complaints with the **ICO (ico.org.uk)**