

# Calico Massage Privacy Policy



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## Privacy

Calico Massage Therapy (including Calico Pregnancy Massage Therapy and known as Calico) takes the issue of your privacy and confidentiality very seriously. Calico is committed to safeguarding the privacy of our users while providing a personalised and valuable service. This Privacy Policy statement explains the data processing practices of Calico Massage Therapy. If you have any questions about the privacy policies that are not addressed here, please contact:

- Email: [hello@calicomassage.co.uk](mailto:hello@calicomassage.co.uk)
- Address: Calico Massage Therapy, The Annexe, Burton Croft Dental Surgery, 5 Burton Crescent, Leeds. LS6 4DN
- Phone number: 07528 242 659

The Calico massage therapy websites – [calicomassage.co.uk](http://calicomassage.co.uk) and [calicopregnancymassage.co.uk](http://calicopregnancymassage.co.uk) sites contain links to third party sites which are not subject to this privacy policy. We recommend that you read the privacy policy of any such sites that you visit.

## Who does this policy apply to?

This policy relates to information that collected about:

- People who use our services
- People who email [hello@calicomassage.co.uk](mailto:hello@calicomassage.co.uk)
- People who submit an enquiry through the website enquiry form on [calicomassage.co.uk](http://calicomassage.co.uk) or [calicopregnancymassage.co.uk](http://calicopregnancymassage.co.uk)
- People who contact Calico Massage by phone
- Individuals in relation to a data protection or freedom of information enquiry

Calico Massage does not share, sell or disclose to a third party any information collected from clients, unless due to a legal requirement or as set out below

## Information Collection and Use

Calico Massage Therapy (including Calico Pregnancy Massage) collects information from each client through the health consultation form. This form contains information including name, address, phone number, email address, GP surgery details and relevant health information.

It also holds personal information on a hard copy diary. Information stored is name, phone number and type of treatment required and in the cases of mobile appointments, the client's address.

Each client's consent is requested and provided when they sign the consultation form at their first appointment or electronically when they submit the consultation form (and when required by law or by insurance company/professional body guidance) the Covid-19 pre-appointment assessment form via the Calico websites.

Calico requires this information to ensure that the therapy is provided in a safe and effective way.

Consultation forms are retained on hard copy and are stored in a locked filing cabinet with only the Calico therapist having access to the cabinet.

Consultation and when required by law or insurance company/professional body guidance, Covid-19 pre-appointment assessment forms that are submitted via the websites – [calicopregnancymassage.co.uk](http://calicopregnancymassage.co.uk) and [calicomassage.co.uk](http://calicomassage.co.uk) – are saved on a password protected and encrypted hard drive. Files in cannot be accessed without a password. Email forms are then immediately deleted from Calico's 123-reg email account (from the inbox and trash items immediately emptied) to afford the maximum protection to the personal records.

Additional electronic information is stored on the File lock area on a password protected and encrypted hard drive and back up hard drive and ongoing client email correspondence is stored on the GDPR compliant email servers of 123-Reg.com. Please see <https://www.123-reg.co.uk/blog/news/123-reg-gdpr-frequently-asked-questions/> for further information on how 123-Reg comply with GDPR.

Holistic Insurance Services provides indemnity to Calico and requires practitioners to retain all client information following a treatment for 7 years in case a claim arises. After this point any information retained on a client is confidentially destroyed through the GDPR compliant confidential shredding service provided by GoShred in Leeds.

After this time, all electronic documents containing client information is shredded using the McAfee Shredder™ tool which lets Calico permanently delete items saved on a PC that are no longer needed. It is a tool which allows Calico to safely and permanently deleting unwanted files which cannot be recovered.

Once every two years, Calico massage will review all client records and will destroy any records that are no longer bound by the regulated legal timescale for such records to be held.

We use your contact details to keep you informed of any changes to appointments, information regarding appointments or any follow up from an appointment and to respond to queries from customers.

From 7<sup>th</sup> March 2024, email enquiries by clients wishing to make a booking, will be forwarded to Kelley Peeling at [kelleypeeling@icloud.com](mailto:kelleypeeling@icloud.com) who will be providing massage therapy services under the Calico umbrella. Kelley operates as an independent practitioner, however, is bound to this privacy policy through a written contract, the requirements of her professional body and her insurers.

We do not use your contact details for direct marketing, newsletters or to advertise our services. This is all done via our Facebook pages where users can opt into following the Facebook accounts of Calico massage and Calico pregnancy massage.

Client information is accessible to Calico through their use of PayPal to pay for Calico services. Information stored on PayPal is subject to PayPal's GDPR compliance and privacy policy which can be accessed at: <https://www.paypal.com/uk/webapps/mpp/ua/privacy-prev>

Any information downloaded from the PayPal website for the purposes of accounting or administration is stored in password protected documents on a password protected and encrypted hard drive and back up hard drive.

Client names are identified on the Calico bank accounts with Lloyds banks should they choose to pay any services via bank transfer. This information is stored on the Lloyds bank banking app and online banking systems and is protected by the Lloyds Bank GDPR compliance policy and banking regulations which can be accessed here - <https://www.lloydsbank.com/help-guidance/customer-support/privacy-explained/data-privacy-notice.html>

Any information downloaded from Calico's banking websites for the purposes of accounting or administration is stored in password protected documents on a password protected and encrypted hard drive and back up hard drive.

Other reasons for disclosure of your personal information would be to successors in title to the Calico business or in accordance with a properly executed court order or otherwise required to do so by law.

## **Calico Massage Websites and Cookies**

Calico Massage therapy has two websites:  
[calicomassage.co.uk](http://calicomassage.co.uk) and [calicopregnancymassage.co.uk](http://calicopregnancymassage.co.uk)

The websites use cookies to help personalise your use of these sites. A cookie is a small piece of information which is sent to your computer's hard drive by the web server so that the website can remember who you are. This information may include information relating to your use of our sites, information about your computer such as the computer's IP address and browser type, demographic data and, if you arrived at our site via a link from third party site, the URL of the linking page. Information from cookies are used for purposes which may include:

- Identifying returning users

- Enabling you to move more easily around our site
- Tracking your use of our site to better develop our sites in accordance with your requirements
- Building up a demographic profile

You can delete cookies from your hard drive at any time however this will mean that any settings such as your stored username and password will have to be reset. You can set your internet browser so that it will not allow cookies to be stored on your computer. This won't affect your navigation of the calico websites but may reduce functionality of other sites, prevent access to subscriber-only areas of the site and mean that certain features or content will not be available to you.

You can choose to delete Cookies at any time, however you may lose any information that enables you to access the website more quickly and efficiently including, but not limited to, personalisation settings.

It is recommended that you ensure that your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your internet browser if you are unsure about adjusting your privacy settings.

Calico Massage Therapy use web analytics services through Google Analytics, provided by Google, Inc. Google Analytics uses cookies to help us to analyse how users use Calico Massage Therapy sites. The information generated by the cookie about your use of our sites (including your IP address) will be transmitted to and stored on servers in the United States. They will use this information for the purpose of evaluating your use of the Calico sites, compiling reports on website activity for Calico and providing other services relating to website activity and internet usage. They may also transfer this information to third parties where required to do so by law, or where such third parties process the information on their behalf. They will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of all websites.

All information on how Google Analytics is GDPR compliant can be found here: <https://support.google.com/analytics/answer/6004245?hl=en>

No advertising features are activated on the Google Analytics Calico account.

By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above. All Cookies used by this Website are used in accordance with current UK and EU Cookie Law.

If you don't want Google analytics to be used on your browser, you can install the 'Google analytics opt-out browser add-on' provided by Google. This can be found here <https://tools.google.com/dlpage/gaoptout>

## **Website Links**

Calicopregnancymassage.co.uk and calicomassage.co.uk both contain links to other websites which you may find useful or of interest. Calico isn't responsible for the privacy policies and/or practices of other sites. The user should ensure that they are satisfied with the linked website/s privacy policy on the site as this policy only governs information collected on our sites.

## Accessing your own data

You have a right to ask for a copy of any of your personal Data held by Calico Massage therapy (where such Data is held). This will be provided to you free of charge. This can be requested by emailing: [hello@calicomassage.co.uk](mailto:hello@calicomassage.co.uk)

If you wish to amend or remove any of the Data which we hold about you please use the following email address: [hello@calicomassage.co.uk](mailto:hello@calicomassage.co.uk). Please note that Calico's insurance body has a statutory requirement that data on clients who have received a treatment including the nature of the treatment and personally identifiable data be held for 7 years in the event of a claim arising and therefore this information cannot be removed until the 7 year statutory period has expired.

## Sharing and Disclosure of Information Calico Collects

Calico will never sell or trade your personal data or disclose your personal information to any third party unless we believe that disclosure is necessary to:

- Conform to legal requirements
- To protect our rights
- To protect the safety of members of the public or those attending the treatment room.

## Security Policy

Calico Massage Therapy has appropriate measures in place to ensure that our users' Data is protected against unauthorised access or use, alteration, unlawful or accidental destruction and accidental loss. User Data may be transferred outside the Calico Massage Therapy to data processors such as accountancy companies but they will act only on our instructions to provide the services required.

## Transfer of Data outside of the EEA

The Internet is a global environment. Using the Internet to collect and process personal data necessarily involves the transmission of data on an international basis. Therefore, by browsing the Calico Massage Therapy Sites and communicating electronically with us you acknowledge and agree to our processing of personal data in this way. By agreeing to our transfer of your Data to third party organisations for them such as Google Analytics you are deemed to provide your consent to any transfer of your Data to organisations based outside the European Economic Area.

## Data Breach

Article 4 (12) of the General data protection Regulation (GDPR) defines a data breach as: “a breach of security leading to the unlawful destruction, loss, alteration, unauthorised disclosure of, or access to personal data transmitted, stored or otherwise processed.”

In cases of a data breach which consists of a breach of security leading to destruction, loss, alteration, unauthorised disclosure of or access to personal data, Calico will notify the Information Commissioners Office where it is likely to result in a risk to the rights and freedoms of individuals. In the event of such a breach, Calico Massage will notify those concerned directly and without delay. Records of personal data breaches will be maintained in any case.

## **Changes to this Policy**

This policy is effective from May 2018 and has been updated in September 2020 and reviewed and updated up to and including 6<sup>th</sup> March 2024. From time to time we may make changes to this privacy policy statement to reflect any changes to our privacy practices in accordance with changes to legislation, best practice or website enhancements

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