



women**first**
HEALTHCARE

PRIVACY NOTICE

1. INTRODUCTION

This privacy notice explains how we collect, store and protect your personal and sensitive information through your use of our site www.womenfirsthealthcare.co.uk

Women First Healthcare LLP are the data controller, and we are responsible for your personal data (referred to as “we”, “us” or “our” in this privacy notice).

By providing your data, you certify that you are 18 years or older.

For data protection queries or to exercise legal rights please contact our Data Protection Lead.

Title	Managing Director
Name	Amanda Howe
Contact details	3 Beaufort Road, Edinburgh, EH9 1AG enquiries@womenfirsthealthcare.co.uk

It is very important that the information we hold about you is accurate and up to date. Please let us know if at any time your personal information changes by updating us at appointments or emailing us at enquiries@womenfirsthealthcare.co.uk

2. WHAT DATA DO WE COLLECT ABOUT YOU, FOR WHAT PURPOSE AND ON WHAT GROUND WE PROCESS IT

Personal data is any information that can identify you as an individual, it does not include anonymised data.

- First, middle and last name, title, date of birth
- Address
- Email address
- Telephone number
- Other communication preferences
- NHS number (if applicable)

- Emergency contact information
- GP details and other healthcare provider information
- Payment card details
- Bank account details

Our lawful ground for this processing is the performance of a contract between you and us and/or taking steps at your request to enter into such a contract.

Technical Data

- IP address
- Device information
- Browser type
- Cookies and tracking data

Our lawful ground for this processing is our legitimate interests which in this case are to enable us to properly administer our website and our business and to grow our business and to decide our marketing strategy.

Sensitive data

We may need to collect the following sensitive data about you in order to deliver our services.

- Current and past medical conditions
- Mental health information and history
- Prescription medications and dosages
- Over the counter medication and supplements
- Allergies and adverse reactions
- Laboratory and test results
- Previous treatments and procedures
- Sexual health details (if pertinent to care)
- Religious beliefs (if pertinent to care)
- Racial/ethnic origin (when linked to health)
- Family medical history (if pertinent to care)
- Lifestyle factors affecting health (smoking status, illicit drug or alcohol use, exercise)
- Symptoms and health concerns
- Clinical notes and observations
- Treatment plans and recommendations
- Criminal justice history (during mental health assessments if deemed necessary)
- Referral information and correspondence with other healthcare providers
- Client reported outcomes and feedback.
- Information about appointments and other health services used.

We require your explicit consent for processing sensitive data, so when you submit your details, we will send you further communication asking for you to confirm your consent to this processing.

Where we are required to collect personal data by law, or under the terms of the contract between us and you do not provide us with that data when requested, we may not be able to perform the contract (for example, deliver services to you). If you don't provide us with the requested data, we may have to cancel the service you requested but if we do, we will notify you at the time.

We will only use your personal data for a purpose it was collected for or a reasonably compatible purpose if necessary. For more information on this please email us at enquiries@womenfirsthealthcare.co.uk In case we need to use your details for an unrelated new purpose we will let you know and explain the legal grounds for processing. We do not carry out automated decision making or any type of automated profiling.

3. MARKETING COMMUNICATIONS

Under the Privacy and Electronic Communications Regulations, we may send you marketing communications from us if (i) you made a purchase and asked for information from us about our services or (ii) you agreed to receive marketing communications and, in each case, you have not opted out of receiving such communications since.

You can ask us to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you or by emailing us at enquiries@womenfirsthealthcare.co.uk at any time.

If you opt out of receiving marketing communications this opt-out does not apply to personal data provided as a result of other transactions, such as purchases etc.

Our lawful ground for this processing is our legitimate interests which in this case are to study how clients use our services, to develop them, to grow our business and to decide our marketing strategy.

4. DISCLOSURES OF YOUR PERSONAL DATA

We may share your personal information with:

- Your GP
- Other healthcare providers
- Emergency services (when necessary)
- IT service providers (under strict data processing agreements)
- Payment processors (under strict data processing agreements)
- Regulatory bodies when required by law
- Clinical supervision, which is crucial for ensuring professional obligations and meeting recognised care standards.

5. INTERNATIONAL TRANSFERS

We are subject to the provisions of the General Data Protection Regulations that protect your personal data. Where we transfer your data to third parties outside of the UK, we will ensure that certain safeguards are in place to ensure a similar degree of security for your personal data.

- We may transfer your personal data to countries that the United Kingdom regulatory authorities have approved as providing an adequate level of protection for personal data by; or
- If we use US-based providers that are part of the UK regulator approved privacy framework, we may transfer data to them, as they have equivalent safeguards in place; or
- Where we use certain service providers who are established outside of the UK, we may use specific contracts or codes of conduct or certification mechanisms approved by the European Commission which give personal data the same protection it has in Europe.

If none of the above safeguards are available, we may request your explicit consent to the specific transfer. You will have the right to withdraw this consent at any time.

6. DATA SECURITY

We have put in place security measures to prevent your personal data from being accidentally lost, used, altered, disclosed, or accessed without authorisation. We also allow access to your personal data only to those partners & clinical associates who have a business need to know such data. They will only process your personal data on our instructions, and they must keep it confidential.

We have procedures in place to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach if we are legally required to.

7. DATA RETENTION

We will only retain your personal data for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

When deciding what the correct time is to keep the data for, we look at its amount, nature and sensitivity, potential risk of harm from unauthorised use or disclosure, the processing purposes, if these can be achieved by other means and legal requirements.

The minimum retention period for your health records is 6 years after the last entry or after a client has ended treatment. We will inform you if we plan to retain your records beyond the minimum 6-year requirement at the end of treatment, explaining to you the specific reasons for extended retention (e.g., complex treatment history, potential future care needs) This aligns with GDPR transparency principles.

- Basic enquiry,: minimum of 6 months
- If the enquiry leads to services being provided: retain with the main medical record for a minimum of 6 years.
- If the enquiry contains personal data but doesn't lead to services: 2 years maximum unless there is a specific reason to keep it longer

We regularly review and delete data that is no longer needed, in line with data minimisation principles under GDPR.

For tax purposes the law requires us to keep basic information about our clients/customers (including Contact, Identity, Financial and Transaction Data) for 6 years after they stop being customers.

As part of improving our services and contributing to healthcare research, we may sometimes use client information for statistical analysis. When we do this:

- All personally identifiable information is removed (like your name, address, date of birth, contact details)
- Data is combined with other clients' information so individual cases can't be identified
- The statistics might include things like treatment outcomes, appointment waiting times, or common symptoms
- This anonymised data helps us understand patterns and improve care quality and may be shared with internal team, external professional bodies, Academic/Research (only with specific consent).

You can find out more about who we share data with or opt out of having your data used this way at any time by emailing enquiries@womenfirthealthcare.co.uk or by telling us in person. **This won't affect your care in any way.**

8. YOUR LEGAL RIGHTS

Under data protection laws you have rights in relation to your personal data. These rights include:

- **Right to access:** you have the right to ask for a copy of your personal information. This information will be provided free of charge, within one month of your request.
- **Right to rectification:** You have the right to request that changes are made to factually inaccurate information that Women First Healthcare holds about you.
- **Right to erasure:** GDPR guidance stipulates that people have the right to “be forgotten” and for the information that is held about them to be erased. The professional regulatory bodies that govern the practice of the clinicians in Women First Healthcare legally require us to hold information on health records for a minimum length of time, and so your right to erasure would not apply to your health records during this time period.

You have the right to withdraw your consent from us to collect your personal and sensitive data at any time, if you no longer wish to receive our services.

You can see more about these rights at:

<https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

If you wish to exercise any of the rights set out above, please email us at enquiries@womenfirsthealthcare.co.uk

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive or refuse to comply with your request in these circumstances. We will try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or if you have made a number of requests. In this case, we will notify you.

We may need to request specific information from you to help us confirm your identity and ensure you have your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

If you are not happy with any aspect of how we collect and use your data, you have the right to complain to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). If you have a complaint, we would be grateful if you would contact us first so that we can try to resolve it for you.

Contact Details

Our full details are:

Full name of legal entity: **Women First Healthcare LLP**

Email address: enquiries@womenfirsthealthcare.co.uk

Postal address: **3 Beaufort Road, Edinburgh, EH9 1AG**

Data Protection Lead: **Amanda Howe, Managing Director**

9. THIRD-PARTY LINKS

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

10. COOKIES

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. For more information about the cookies we use, please see our [Cookie Policy](#).