**Privacy policy**

**1. Introduction**

1.1 We are committed to safeguarding the privacy of our website visitors and business customers. We recognize that our business inherently works with sensitive personal data, and we are committed to ensuring that all of our website visitors and business customers are comfortable with our use of that data, and that that data is appropriately handled.

1.2 This policy applies where we are acting as a data controller with respect to the personal data of such persons; in other words, where we determine the purposes and means of the processing of that personal data.

1.3 We will never publish your personal data or share with third parties unless given explicit permission in writing. When you send data through a bookings request, you provide consent for us to reference and store that data as is required to schedule appointments and perform the appropriate services. If you would like us to delete any/all data we have for you, please email mindbodysoullondon@gmail.com with the phrase "PERSONAL DATA DELETION REQUEST" in the subject line of the email.

1.4 We use cookies on our website. Insofar as those cookies are not strictly necessary for the provision of our website and services, we will ask you to consent to our use of cookies when you first visit our website.

1.5 In this policy, "we", "us" and "our" refer to Mirum Vita. For more information about us, see Section 13.

**2. Credit**

2.1 This document was created using a template from Docular (<https://seqlegal.com/free-legal-documents/privacy-policy>).

**3. The personal data that we collect**

3.1 In this Section 3 we have set out the general categories of personal data that we process.

3.2 We may process data enabling us to get in touch with you ("**contact data**"). The contact data may include your name, email address, telephone number, and/or social media account identifiers. The source of the contact data is you, when it is submitted through the form on the bookings section of the website.

3.3 We may process information contained in or relating to any communication that you send to us or that we send to you ("**communication data**"). The communication data may include information on mental and/or physical problems you are facing, as well as data regarding your weekly schedule. Our website will generate the metadata associated with communications made using the website contact form.

3.4 We may process data about your use of our website and services ("**usage data**"). The usage data may include your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths, as well as information about the timing, frequency and pattern of your service use. The source of the usage data is a combination of cookies and Amazon Cloudfront, our CDN.

3.5 We will never collect payments or transaction data through our website. Any payments related to the services we provide will be processed externally.

**4. Purposes of processing and legal bases**

4.1 In this Section 4, we have set out the purposes for which we may process personal data and the legal bases of the processing.

4.2 **Operations** - We may process your personal data for the purposes of operating our website, providing our services, generating invoices, bills and other payment-related documentation, and credit control. The legal basis for this processing is our legitimate interests, namely the proper administration of our website, services and business OR the performance of a contract between you and us and/or taking steps, at your request, to enter into such a contract.

4.3 **Publications** - We may process your personal data for the purposes of publishing such data on our website in accordance with your express instructions. The legal basis for this processing is our legitimate interests, namely the publication of content in the ordinary course of our marketing operations. This processing will only take place with your express consent and instructions.

4.4 **Relationships and communications** - We may process contact data, communication data, and/or usage data for the purposes of communicating with you by email, SMS, and/or telephone, providing support services and complaint handling. The legal basis for this processing is consent.

4.5 **Direct marketing** - We may process contact data, communication data, and/or usage data for the purposes of creating, targeting and sending direct marketing communications by email, SMS, and making contact by telephone for marketing-related purposes. The legal basis for this processing is consent.

4.6 **Research and analysis** - We may process usage data for the purposes of researching and analysing the use of our website and services. The legal basis for this processing is our legitimate interests, namely monitoring, supporting, improving and securing our website, services and business generally.

4.7 **Record keeping** - We may process your personal data for the purposes of creating and maintaining our databases, back-up copies of our databases and our business records generally. The legal basis for this processing is our legitimate interests, namely ensuring that we have access to all the information we need to properly and efficiently run our business in accordance with this policy.

4.8 **Security** - We may process your personal data for the purposes of security and the prevention of fraud and other criminal activity. The legal basis of this processing is our legitimate interests, namely the protection of our website, services and business, and the protection of others.

4.9 **Insurance and risk management** - We may process your personal data where necessary for the purposes of obtaining or maintaining insurance coverage, managing risks and/or obtaining professional advice. The legal basis for this processing is our legitimate interests, namely the proper protection of our business against risks.

4.10 **Legal claims** - We may process your personal data where necessary for the establishment, exercise or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure. The legal basis for this processing is our legitimate interests, namely the protection and assertion of our legal rights, your legal rights and the legal rights of others.

4.11 **Legal compliance and vital interests** - We may also process your personal data where such processing is necessary for compliance with a legal obligation to which we are subject or in order to protect your vital interests or the vital interests of another natural person.

**5. Providing your personal data to others**

5.1 Your personal data submitted through the bookings form will be stored on the servers of our email provider, Google mail.

5.2 In addition to the specific disclosures of personal data set out in this Section 5, we may disclose your personal data where such disclosure is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person. We may also disclose your personal data where such disclosure is necessary for the establishment, exercise, or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure.

**6. International transfers of your personal data**

6.1 In this Section 6, we provide information about the circumstances in which your personal data may be transferred to countries outside the United Kingdom and the European Economic Area (EEA).

6.2 The hosting facilities for our website are provided by Amazon Web Services, and are situated in the United Kingdom (UK). We employ a CDN to speed up the serving of the website, but this will not store your data outside of the UK.

6.3 When submitting through the bookings form, your personal data gets sent to our Google e-mail account (mindbodysoullondon@gmail.com). Google servers are situated around the world. The competent data protection authorities have made an "adequacy decision" with respect to the data protection laws of each of the applicable countries. Transfers to each of these countries will be protected by appropriate safeguards, which are implemented by Google. Further detail regarding Google's privacy policies can be found at <https://workspace.google.com/security/?secure-by-design_activeEl=data-centers> .

6.4 After submitting an inquiry using the bookings form, your personal data is sent through a service called EmailJS which allows us to forward your information to our email address without running our own server. EmailJS is not a UK nor EEA based company. Your data will not be stored on EmailJS servers. If you would prefer for none of your personal information to be sent through EmailJS, you can alternatively directly contact mindbodysoullondon@gmail.com with the same information as is requested on the bookings form.

6.5 You acknowledge that personal data that you submit for publication through our website or services may be available, via the internet, around the world, when given express permission. We cannot prevent the use (or misuse) of such personal data by others.

**7. Retaining and deleting personal data**

7.1 This Section 7 sets out our data retention policies and procedures, which are designed to help ensure that we comply with our legal obligations in relation to the retention and deletion of personal data.

7.2 Personal data that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes.

7.3 We will retain your personal data as follows:

(a) Contact data will be retained for a minimum period of one month following the date of the most recent contact between you and us, and for a maximum period of one year following that date;

(b) Transaction data will be retained for a minimum period of one month following the date of the transaction, and for a maximum period of one year following that date;

(c) Communication data will be retained for a minimum period of three months following the date of the communication in question, and for a maximum period of one year following that date, and;

(d) Usage data will be retained for five years following the date of collection, and will be fully anonymised after the first six months of this period.

7.4 Notwithstanding the other provisions of this Section 7, we may retain your personal data where such retention is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person.

**8. Your rights**

8.1 In this Section 8, we have listed the rights that you have under data protection law.

8.2 Your principal rights under data protection law are:

(a) **the right to access** - you can ask for copies of your personal data;

(b) **the right to rectification** - you can ask us to rectify inaccurate personal data and to complete incomplete personal data;

(c) **the right to erasure** - you can ask us to erase your personal data;

(d) **the right to restrict processing** - you can ask us to restrict the processing of your personal data;

(e) **the right to object to processing** - you can object to the processing of your personal data;

(f) **the right to data portability** - you can ask that we transfer your personal data to another organisation or to you;

(g) **the right to complain to a supervisory authority** - you can complain about our processing of your personal data; and

(h) **the right to withdraw consent** - to the extent that the legal basis of our processing of your personal data is consent, you can withdraw that consent.

8.3 These rights are subject to certain limitations and exceptions. You can learn more about the rights of data subjects by visiting <https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>.

8.4 You may exercise any of your rights in relation to your personal data by written notice to us, using the contact details set out below.

**9. About cookies**

9.1 A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server.

9.2 Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.

9.3 Cookies may not contain any information that personally identifies a user, but personal data that we store about you may be linked to the information stored in and obtained from cookies.

**10. Cookies that we use**

10.1 We use cookies for the following purposes:

(a) **Personalisation** - we use cookies to store information about your visits to our website and to personalise our website for you;

(b) **Analysis** - we use cookies to help us to analyse the use and performance of our website and services, and;

(c) **Cookie consent** - we use cookies to store your preferences in relation to the use of cookies more generally.

**11. Managing cookies**

11.1 Most browsers allow you to refuse to accept cookies and to delete cookies. The methods for doing so vary from browser to browser, and from version to version. You can however obtain up-to-date information about blocking and deleting cookies via these links:

(a) <https://support.google.com/chrome/answer/95647> (Chrome);

(b) <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences> (Firefox);

(c) <https://help.opera.com/en/latest/security-and-privacy/> (Opera);

(d) <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies> (Internet Explorer);

(e) <https://support.apple.com/en-gb/guide/safari/manage-cookies-and-website-data-sfri11471/mac> (Safari); and

(f) <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy> (Edge).

11.2 Blocking all cookies will have a negative impact upon the usability of many websites.

11.3 If you block cookies, you may not be able to use all features on our website.

**12. Amendments**

12.1 We may update this policy from time to time by publishing a new version on our website.

12.2 You should check this page occasionally to ensure you are happy with any changes to this policy.

**13. Our details**

13.1 This website is owned and operated by Mirum Vita.

(a) Mirum Vita is owned and operated by Meredith Wall;

(b) Our website is run and maintained by Amber Adams, and;

(c) Assistance with our website and our services is provided by Karis Denieffe-George.

13.2 You can contact us by email at mindbodysoullondon@gmail.com.

(a) For personal data concerns, please include the phrase "PERSONAL DATA" in the subject line of the email.

(b) For other inquiries, please include a descriptive subject line and as much information as possible within the body of the email so that we are able to get back to you as quickly and accurately as possible.

Terms and Conditions

Welcome to our website. If you continue to browse and use this website, you are agreeing to comply with and be bound by the following terms and conditions of use, which together with our privacy policy govern Mirum Vita's relationship with you in relation to this website. If you disagree with any part of these terms and conditions, please do not use our website.

The term 'Mirum Vita' or 'us' or 'we' refers to the owner of the website. The term 'you' refers to the user or viewer of our website.

The use of this website is subject to the following terms of use:

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* This website uses cookies to monitor browsing preferences. If you do allow cookies to be used, we may store and reference your usage data, including how often you visit our website, and which pages you visit. None of this data will be shared with any third party.
* Neither we nor any third parties provide any warranty or guarantee as to the accuracy, timeliness, performance, completeness or suitability of the information and materials found or offered on this website for any particular purpose. You acknowledge that such information and materials may contain inaccuracies or errors and we expressly exclude liability for any such inaccuracies or errors to the fullest extent permitted by law.
* Your use of any information or materials on this website is entirely at your own risk, for which we shall not be liable. It shall be your own responsibility to ensure that any products, services or information available through this website meet your specific requirements.
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* From time to time this website may also include links to other websites. These links are provided for your convenience to provide further information. They do not signify that we endorse the website(s). We have no responsibility for the content of the linked website(s).
* Your use of this website and any dispute arising out of such use of the website is subject to the laws of England, Northern Ireland, Scotland and Wales.