

# Equal Opportunity Policy

*Worth Massage* strongly supports human rights and aims to promote equality by ensuring that every client and individual associated with *Worth Massage* is treated equally, fairly, and without discrimination. As detailed within the Equality Act 2010, this policy recognises the unlawful discrimination of:

- Age
- Disability
- Gender reassignment
- Marriage and civil partnership
- Pregnancy or maternity
- Race
- Religion or belief
- Sex
- Sexual orientation

Every service provided by *Worth Massage* is available to all clients with no variation in standard of service, excluding cases in which modification of services is appropriate to individual client needs. Disabled access to services provided by *Worth Massage* is ensured where possible and suitable amendments will be made to these services if necessary. Any complaints involving equal opportunities or discrimination can be submitted through the [complaints procedure](#) and will be dealt with promptly, thoroughly and professionally.

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# Data Protection Policy

*Worth Massage* ensures that personal data is managed in compliance with the Data Protection Act 1998. This policy describes how *Worth Massage* collects, uses, maintains, stores, secures, discloses, and allows individual access to personal data.

## Collection

Personal data held by *Worth Massage* is collected fairly and lawfully through the following means:

- Forms completed when providing services
- As a result of contacting *Worth Massage*
- Use of the *Worth Massage* website
- Publicly available documents

*Worth Massage* only collects and holds data that is relevant to its operations. This may include personal and health-related information, contact and payment details, transaction histories, treatment information, recorded communications, and web-related data such as IP addresses, referrals, device and browser details.

## Usage

Personal data is primarily required by *Worth Massage* to ensure a clients suitability to services and to tailor services to client needs. Data may be used for additional purposes including automated emails, identification, market analysis, customer profiling and statistical information. Automated emails involving services and promotions offered by *Worth Massage* are optional and can be cancelled using the unsubscribe link at the bottom of any automated email or through contacting *Worth Massage*. Data is not used for any other undisclosed purposes without client permission.

## Accuracy

In order to maintain the accuracy of personal data held by *Worth Massage*, data is verified and updated each time a client receives a service from *Worth Massage*.

## **Storage and security**

Data relating to the services offered by *Worth Massage* is held for a minimum of 10 years, with the exception of children whose data is held for 10 years upon reaching adulthood, and in the case of any services involving a serious cause for concern, data is kept indefinitely. Personal data held by *Worth Massage* in hard copy is kept in a securely locked and out of sight location, whilst electronic copies are kept securely password protected. Data is held only for as long as necessary, after which it is disposed of in a secure and confidential manner.

## **Disclosure**

Personal data held by *Worth Massage* is not disclosed to third parties without client permission, with the exception of the following:

- Practitioners or health professionals for the purpose of treatment
- Appropriate authorities if it is believed that a client is at a risk of death, serious harm, or may cause this to others
- Legal authorities if legitimately required
- A new business owner in the case of *Worth Massage* being sold (for safe keeping – cannot access data without individual client consent)

In all cases of disclosure, only relevant data is shared and data confidentiality is made clear.

## **Subject access requests**

*Worth Massage* ensures that clients can request:

- What data is held on them
- Access to the held data
- To update or delete inaccurate data

A subject access request can be made by contacting *Worth Massage* via [email](#). Individuals may be charged up to £10 per request and a form of identification may be required.