

Hook Hypnotherapy Practice Privacy Policy

I only collect information needed to provide my services, keep appropriate records, and communicate with you. I keep your information secure and do not sell your data.

This Privacy Policy explains how I, *Suzanne Sandford*, trading as *Hook Hypnotherapy Practice*, collect, use, store, and protect your personal data when you use this service or website. This policy is designed to comply with the UK General Data Protection Regulation (UK GDPR) and the Privacy and Electronic Communications Regulations (PECR), as updated by UK data protection reforms.

1. Who I am

I am the data controller responsible for your personal data.

Business name: *Hook Hypnotherapy Practice*

Contact email: Suzanne@hookhypnotherapy.co.uk

ICO registration number: C1349033.

2. Statement of intent

I am committed to ensuring that any personal data you provide is handled lawfully, fairly, transparently, and securely. Your information will only be used for the purposes for which it was provided. This policy may be updated from time to time to remain compliant with legal or regulatory changes.

3. Information I collect

When you contact me via my website, social media, telephone, or email, I may collect the following personal data:

- Name
- Email address
- Telephone number
- Any other information you voluntarily provide in relation to your enquiry

Third-party services

I use third-party service providers to operate my business and communicate with clients. These may include website hosting platforms, email providers, scheduling tools, and social media platforms such as Google, WhatsApp, Mail Chimp, Instagram, and Facebook.

These third-party providers process personal data in accordance with their own privacy policies. I recommend that you review their privacy notices for further information on how they handle your data. Where these providers act as data processors on my behalf, they are required to handle personal data securely and in accordance with UK GDPR requirements.

4. Initial consultation information

If you engage in sessions, I may also collect:

- Name and contact details
- Address (where relevant)

- Family history
- Lifestyle information
- Medical history
- Mental health information
- Any other information relevant to the service provided

This information is only collected where necessary and relevant to your sessions.

Special category data

Some information I collect, such as health, medical, or mental health information, may be considered special category data under UK GDPR. I will only collect and process this information where it is necessary to provide the service, support safeguarding responsibilities, comply with legal obligations, or where another lawful basis under UK GDPR applies. I will take appropriate measures to keep this information confidential and secure.

5. Session notes

During sessions, brief notes may be taken to support the service provided, track progress, and plan future sessions. These notes are stored securely and are not shared except as outlined in this policy.

6. How I use your information

Your data may be used to:

- Communicate with you
- Manage appointments
- Respond to enquiries
- Provide services you have requested
- Keep necessary professional records
- Comply with legal obligations

7. Lawful basis for processing

Under UK GDPR, I rely on the following lawful bases:

- Contract – to provide services you request
- Legitimate interests – to manage and operate my business effectively
- Consent – for marketing communications and non-essential cookies
- Legal obligation – where required by law

8. Data storage and security

Your personal data is stored securely using password-protected devices and secure systems where applicable. Only I (and authorised service providers where necessary) have access to your data.

9. Data retention

I retain personal data for 8 years after the last interaction with an adult client, up to the age of 25 for a child under 16, or up to the age of 26 for 17–18year-olds. This is in line with professional guidance and legal/accounting requirements. After this period, data is securely deleted or destroyed.

10. Sharing your data

I do not sell your data. I may share data only where necessary with:

- Professional supervisors (in anonymised form where possible)
- IT, booking, or email service providers used to operate my business
- Legal or regulatory authorities where required by law

Confidentiality will always be maintained unless disclosure is required for safety, safeguarding, or legal reasons. Where professional supervision or consultation is required, information will be discussed in a way that protects confidentiality wherever possible and identifying details will be limited.

Use of artificial intelligence (AI) tools

Your personal data, including session notes, records, and any identifying information, will not be uploaded into or processed by artificial intelligence (AI) systems for the purpose of generating content, summaries, or analysis.

Session notes are written and stored directly by me and are not transcribed, processed, or analysed using automated AI transcription or AI note-taking tools.

11. Confidentiality and safeguarding

Information may be shared without consent if there is a legal requirement or if, in my professional judgement, there is risk of serious harm to you or others. This may include contacting your GP or relevant safeguarding authorities. Only information necessary to ensure safety will be disclosed.

12. Your data protection rights and Subject Access Requests (SARs)

Under the UK General Data Protection Regulation (UK GDPR), you have rights in relation to the personal data I hold about you. These include the right to:

- Be informed about how your personal data is collected and used
- Request access to the personal data I hold about you (known as a Subject Access Request or SAR)
- Request correction of inaccurate or incomplete information
- Request deletion of your personal data where there is no legal requirement for me to retain it
- Request restriction of processing in certain circumstances
- Object to certain types of processing
- Withdraw consent where processing is based on consent
- Request transfer of your data where applicable (data portability)
- Not be subject to decisions based solely on automated processing where this has legal or significant effects

You can make a Subject Access Request by contacting me using the details provided in this Privacy Policy. I will respond to Subject Access Requests within one month of receipt, in line with UK GDPR. This timeframe may be extended by up to two further months where the request is complex or numerous, in which case I will inform you within one month. I may need to verify your identity before providing access to your personal data to ensure information is not disclosed to the wrong person.

Requests will usually be provided free of charge. However, where a request is clearly unfounded, excessive, or repetitive, I may charge a reasonable administrative fee or refuse the request where permitted by law.

13. Complaints about your personal data

I take concerns about privacy and the handling of personal data seriously. If you believe your personal data has been handled incorrectly, or you have concerns about how your information is collected, stored, used, or shared, please contact me first using the contact details in this Privacy Policy. I will review your concern and aim to respond promptly.

When making a complaint, please provide:

- Your name and contact details
- Details of your concern
- Any relevant dates or information that may help me investigate
- What outcome you are seeking

I will acknowledge your complaint and aim to resolve it within a reasonable timeframe. If you are not satisfied with my response, or you believe your data protection rights have not been upheld, you have the right to make a complaint to the Information Commissioner's Office (ICO), the UK's independent regulator for data protection.

Information Commissioner's Office (ICO)

Website: <https://ico.org.uk>

Telephone: 0303 123 1113

You may also contact the ICO if you do not wish to raise your concern with me first.

14. Cookies

This website uses cookies and similar technologies. Cookies are small text files placed on your device to help the website function properly and to understand how the site is used. Cookies may be used for the following purposes:

- Essential website functionality (required for the website to operate)
- Analytics (to understand how visitors use the website)
- Improving user experience and website performance

Third-party cookies

Some cookies may be set by third-party services used on this website, including:

- IONOS (website hosting and functionality)
- Google Analytics (website usage and analytics)
- Meta (Facebook and Instagram) (advertising and engagement tools, if enabled)
- Mailchimp (email marketing and signup forms, if used)
- WhatsApp (if chat or contact features are used on the site)

These third-party providers may place cookies on your device when you interact with embedded content, forms, or tracking tools. Each provider has its own privacy and cookie policy, which you can review on their respective websites.

Consent and control

Where required under the Privacy and Electronic Communications Regulations (PECR), non-essential cookies will only be used with your consent. You can manage or withdraw your consent at any time using the cookie banner/settings tool on this website (if available), or through your browser settings. You can also delete cookies already stored on your device at any time.

15. Links to other websites

This website may contain links to external websites. I am not responsible for the content or privacy practices of external websites and recommend reviewing their privacy policies before providing any personal data.

16. Testimonials and social media

Testimonials will only be published with your explicit consent. Names will not be published unless you agree. If you provide a testimonial on third-party platforms (e.g. Google or social media), it remains subject to those platforms' policies. Removal requests will be actioned where possible.

17. Website sessions and privacy

Where applicable, efforts are made to maintain privacy during in-person sessions, including scheduling to avoid overlap.

18. Changes to this policy

This Privacy Policy may be updated to reflect legal, regulatory, or operational changes. The latest version will always be available on this page.

19. Contact

If you have any questions about this Privacy Policy or your data, please contact:

Name: Suzanne Sandford

Email: Suzanne@hookhypnotherapy.co.uk

Last updated: June 2026