Privacy Policy

1. **INTRODUCTION**

Liz Moore Medical Herbalist/The Sign of Angelica is committed to preserving your privacy. Please read the following privacy policy to understand how we use and protect the information you provide to us.

1. **TYPES OF INFORMATION COLLECTED BY LIZ MOORE MEDICAL HERBALIST**

We collect and process the following information

***a) Personal Data***

This is data that identifies you or can be used to identify or contact you, such as your name, address, email address, phone number and payment details.  Such information is only collected from you when you voluntarily submit it to us.  We use it to communicate with you to advise you regarding services, activities and events and other related herbal information.

We may also use this data to contact you through our newsletter.  You will have the opportunity on these occasions to opt out from this communication if you wish.

***b) Digital Information***

Digital information data collected when you visit our website, including IP-addresses, browser data, traffic data, social media behaviour, and user patterns. If you subscribe to our newsletter, we may collect data regarding which newsletters you open, your location when opening them and whether you access any links inserted in the newsletters.

***c) Non-Personal Data***

Like most websites we may gather statistical and other analytical information on an aggregate basis of all visitors to our website.  This non-personal data comprises information that cannot be used to identify or contact you such as demographic information.

1. **PURPOSES FOR WHICH WE HOLD YOUR DATA**

**a) *Non-Personal Data:***

We may use the non-personal, anonymised data gathered from our website to get a better understanding of how the website is used and which pages are of most interest to visitors.

***b) Personal Data:***

When contacting us, we may store your full name, email and phone number for the purpose of communicating with you.

***C) Digital Information Data:***

We use the Digital Information data gathered from visitors to our social media platforms in an aggregate form to help us better design and organise our social media activity.

1. **STORAGE OF INFORMATION**

The information provided by you to us can be either manually provided or electronically.  In the case of manually provided information, this will be kept in a locked, secure location.

Any electronic information provided by you is held on secure services.  The nature of the internet is such that we cannot guarantee or warrant the security of any information transmit to us via the internet.  No data transmission over the internet can be guaranteed to be 100% secure.  Any transmission of data is therefore at your own risk.

1. **SECURITY**

We take appropriate measures to ensure that any personal data is kept secure, including security measures to prevent personal data from being accidentally lost, or used or accessed in an unauthorised way.

Credit card payments by via telephone/email will only be retained until payment has been successfully completed.

1. **RETENTION**

Personal identifiable data collected from this website during contact is retained for a maximum of 3 years.

1. **YOUR RIGHTS**

You have the following rights:

* be informed about processing of your data – which this Privacy Statement does;
* access your personal data;
* object to personal data processing;
* object to any direct marketing – either use the ‘unsubscribe’ button on our emails or contact liz@thesignofangelica.co.uk
* require us to correct any mistakes in your information which we hold;
* require the erasure of personal data concerning you in certain situations.

To access any of these rights, please contact liz@thesignofangelica.co.uk

1. **GDPR DATA PROTECTION RIGHTS**

We would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

* The right to access – You have the right to request copies of your personal data. We may charge you a small fee for this service.
* The right to rectification – You have the right to request that we correct any information you believe is inaccurate. You also have the right to request that we complete the information you believe is incomplete.
* The right to erasure – You have the right to request that we erase your personal data, under certain conditions.
* The right to restrict processing – You have the right to request that we restrict the processing of your personal data, under certain conditions.
* The right to object to processing – You have the right to object to our processing of your personal data, under certain conditions.
* The right to data portability – You have the right to request that we transfer the data that we have collected to another organization, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact liz@thesignofangelica.co.uk