

# Bright Path Psychology Privacy Policy

## Privacy Policy

Bright Path Psychology (“I,” “us,” “we,” or “our”) operates the website <https://brightpathpsychology.com> (the “Service”).

We are committed to protecting the privacy of your data. We respect any personal data you share with us and are dedicated to keeping it safe. Our aim is to be transparent about how we collect and use your data and to ensure we only do what you would reasonably expect.

This Privacy Policy explains what happens to any personal data you provide to us, or that we collect from you when you visit our site, as well as the choices you have regarding that data. It also outlines how we use cookies on this website. Please review this policy regularly, as we may update it from time to time.

## Introduction

Welcome to Bright Path Psychology’s Privacy Policy.

At Bright Path Psychology, we take your privacy seriously and strive to uphold a high standard of confidentiality when handling your personal data. We aim to provide a safe and secure environment where you can share your concerns with confidence. This Privacy Policy explains how we collect, use, and protect your data when you interact with our website or services.

## Purpose of This Privacy Policy

This policy provides information on how Bright Path Psychology collects and processes your personal data through your use of this website, including any data you may provide when you purchase our services, request information, or sign up for our newsletter.

This website is not intended for children, and we do not knowingly collect data from individuals under the age of 18 without parental consent.

## Controller

Dr. Emily Hale is the data controller responsible for your personal data (“we,” “us,” or “our” in this Privacy Policy).

Dr. Emily Hale is also the designated Data Protection Officer (DPO) responsible for overseeing any questions related to this policy. If you have questions about this Privacy Policy or wish to exercise your legal rights, please use the contact details below.

## Contact Details

- Full Name of Legal Entity: Dr. Emily Hale, Bright Path Psychology
- Email Address: [emily@brightpathpsychology.com](mailto:emily@brightpathpsychology.com)

# Bright Path Psychology Privacy Policy

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK's supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). However, we'd appreciate the chance to address your concerns before you contact the ICO, so please reach out to us first.

- ICO Reference: ZB818255

## Changes to This Policy

We keep our privacy policy under regular review. This version was last updated in 21/1/25.

## Third-Party Links

This website may include links to third-party websites, plugins, and applications. Clicking these links or enabling these 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 policies. We encourage you to review their policies before sharing any personal data.

## The Data We Collect About You

### Types of Data Collected

We may collect, use, store, and transfer different kinds of personal data about you, grouped as follows:

- **Identity Data:** Includes your first name, last name, title, date of birth, and gender.
- **Contact Data:** Includes your billing address, email address, and phone numbers.
- **Financial Data:** Includes bank account and payment card details.
- **Transaction Data:** Includes details of payments to and from you and other details of services or products purchased.
- **Technical Data:** Includes IP address, browser type, time zone settings, and other technology on devices you use to access this website.
- **Profile Data:** Includes your username, preferences, and feedback.
- **Usage Data:** Includes information about how you use our website, services, and products.
- **Marketing and Communications Data:** Includes your preferences in receiving marketing materials and communication preferences.

We also collect, use, and share **Aggregated Data**, such as statistical or demographic data. This data does not directly identify you but may be derived from your personal data. If we combine this data with personal data that can identify you, we treat the combined data as personal data.

## Sensitive Data

**Sensitive Data** includes information about your health, such as medical history, medication details, psychiatric history, and other relevant health information to provide our services. We require your explicit consent to process this data and will ask for confirmation when necessary.

# Bright Path Psychology Privacy Policy

## How Is Your Personal Data Collected?

We use different methods to collect data from and about you, including:

- **Direct Interactions:** You provide personal data when filling out forms, contacting us by phone or email, or during consultations.
- **Automated Technologies:** We collect data as you interact with our website using cookies or similar technologies.
- **Third Parties:** We may receive personal data from analytics providers like Google or payment processors like Stripe.

## How We Use Your Personal Data

We will only use your personal data when legally allowed. Common reasons include:

- To fulfill our contract with you.
- To comply with legal obligations.
- For legitimate business interests, provided these do not override your rights.

## Marketing

You will receive marketing communications if you've requested information or purchased services from us. You can opt out of marketing at any time by contacting us.

## Disclosures of Your Personal Data

We may share your personal data with the following parties:

- Service providers, acting as processors, who provide IT and system administration services.
- Professional advisers, acting as processors or joint controllers, including healthcare professionals, lawyers, auditors, and insurers.
- Regulators and other authorities, acting as processors or joint controllers, who require reporting of processing activities.
- Third parties involved in business transactions, such as mergers or acquisitions.

We ensure all third parties respect the security of your personal data and process it in accordance with the law.

## International Transfers

We may transfer your data outside the UK and EEA. Whenever this occurs, we ensure your data receives the same level of protection by implementing safeguards, such as using contracts approved by the UK Information Commissioner's Office.

## Data Security

We have implemented measures to prevent unauthorised access, use, or disclosure of your personal data. Access is limited to those who need it for legitimate business purposes, and they are bound by confidentiality.

# Bright Path Psychology Privacy Policy

## Data Retention

We retain personal data only as long as necessary to fulfill the purposes for which it was collected, including legal and regulatory requirements. Examples include:

- Medical information: Retained for 7 years after treatment ends, or until 7 years after a child's 18th birthday.
- Tax-related information: Retained for 6 years as required by law.

## Your Legal Rights

Under data protection laws, you have rights, including:

- Accessing your personal data.
- Requesting corrections to your data.
- Requesting erasure of your data.
- Objecting to processing based on legitimate interests.
- Withdrawing consent where processing relies on it.
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## No Fee Usually Required

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. Alternatively, we could refuse to comply with your request in these circumstances.

## What We May Need From You

We may need to request specific information from you to help us confirm your identity and ensure 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 for further information in relation to your request to speed up our response.

## Time Limit to Respond

We try to respond to all legitimate requests within one month. Occasionally, it could take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

Thank you for trusting Bright Path Psychology. We're committed to safeguarding your privacy and supporting you every step of the way.