



## Privacy and cookie policy

Last reviewed date: 20 August 2019

### Introduction

I am committed to safeguarding the privacy of my website visitors and clients. This policy sets out how Intuitive Giraffe uses and protects any information that you provide when you use [www.intuitivegiraffe.com](http://www.intuitivegiraffe.com) or my services.

Here you can read further information about how I use your data or explore in more detail how and why I use cookies to enhance your browsing experience. By using [www.intuitivegiraffe.com](http://www.intuitivegiraffe.com) or my services you are agreeing to the terms set out, and consenting to the use of data described, in this policy.

### Personal information

In providing you with my services, I may handle your personal information. Personal information is information about you from which you can be identified, such as your name and contact details.

By providing your data and/or information, or by using the Intuitive Giraffe website, you consent to the use of your data and information as described or referred to in this privacy notice and the cookie policy. If I make a change to any of the ways in which I process personal information, I will update this web page with an updated date displayed at the top of this page.

### Confidentiality

The confidentiality of your personal information is of paramount concern to Intuitive Giraffe and I comply with UK data protection law and the Code of Conduct set out by the British Alliance of Healing Associations.

### Information I may hold about you

The information I hold about you may include the following:

- basic details such as name, address and contact details;
- details of services you have received;
- if you are a client – a record of the sessions we have had and brief notes of our discussions;
- information from customer surveys, competitions and marketing activities;
- email communications I receive or make;
- other information I receive from other sources such as analytics providers, or information provided by other companies who have obtained your permission to share information about you.

### When I collect your information

Information about you is collected when:

- you enquire about my services;
- you attend a face-to-face energy healing or hypnotherapy session or enter into a distance healing or Skype hypnotherapy session;
- you submit a query to me, for example by email, telephone, social media or the Intuitive Giraffe website;
- you participate in any marketing activity;
- you leave me your contact details at a promotional event;
- you subscribe to email notifications and/or newsletters;
- you use my online booking service.

I may also collect personal information about you from other people when:

- you are named on a delegate list for an event at which you and Intuitive Giraffe attended.

### Storing your data

If you are a client of Intuitive Giraffe your personal records and notes about our sessions are stored in a locked file and only accessible by me. If you have shared your email address with me, your name and email address will be stored on a marketing email platform called Mailchimp. Mailchimp's servers are based in the USA so your name and email address will be held outside of the EEA.

### Sharing information

I do not share your personal information with anyone outside of Intuitive Giraffe to use for their own purposes, except:

- when I have your permission;
- when I am permitted or obliged to do so by law;
- to protect the rights, property, or safety of Intuitive Giraffe, my clients or others;
- in order to detect, prevent and help with the prosecution of crime;
- if there are other exceptional circumstances, and I am unable or it is not appropriate to seek your permission.

### Third party websites

My website includes hyperlinks to, and details of, third party websites. I have no control over, and am not responsible for, the privacy policies and practices of third parties.

### Using your information

I use your personal information to provide you with my services, and to improve and extend my services. This may include:

- responding to your queries;
- internal record keeping and administration;
- responding to requests where I have a legal or regulatory obligation to do so;
- assessing the type and quality of service you have received and any concerns or complaints you raise, so that these can be properly investigated;
- using your contact information to send you service related information;
- using your contact information to send promotional material about new services, special offers or other information I think you may find interesting (see 'Keeping you informed' below for more information);
- using your contact information to give you an opportunity to complete a customer satisfaction survey;
- using your contact information to conduct and analyse market research;
- sending invoices and payment reminders to you, and collecting payments from you;

- sending you any emails or downloads you have requested;
- sending you my email newsletter if you have requested it.

### **Keeping information**

I will only keep your personal information for as long as is necessary and in accordance with UK law.

### **Keeping you informed**

I would like to keep you informed of my services that I consider may be of interest to you via email. When I collect your information, I will ask you if you would like me to keep you updated in this way and will give you the option to opt-out.

If you do not wish to receive marketing information about my services, or at any time you change your mind about receiving these messages, please contact Intuitive Giraffe via the contact methods shown below.

### **Your rights and how to exercise them**

As a data subject, you have a number of rights. You can:

- access and obtain a copy of your data on request;
- require me to change incorrect or incomplete data;
- require me to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing;
- object to the processing of your data where I am relying on my legitimate interests as the legal ground for processing.

### **Accessing information**

If you have any data protection queries, or wish to exercise any of your rights, please contact Intuitive Giraffe:

**Email: [lindsay@intuitivegiraffe.com](mailto:lindsay@intuitivegiraffe.com)**

**Write: Intuitive Giraffe, c/o Newbury Wellbeing Centre, 6 Pound Street, Newbury, Berkshire RG14 6AA**

You should also contact Intuitive Giraffe to request a copy of the personal information I hold about you and to ask me to correct or remove (where justified) any inaccurate information. I may ask you to provide additional documentation to confirm your identity or, if you are seeking to access personal information of another individual, proof of their consent or your legal right to receive their personal information. If you are seeking personal information on behalf of another individual I may charge for this.

### **Updating this privacy notice**

I review and update this notice regularly. The latest copy of this notice can be found on this web page.

# Cookies

## What is a cookie?

A cookie, also known as a browser cookie, is a text file containing small amounts of information which a server may download to your computer hard drive, tablet or mobile device when you visit a website or use an app.

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

Cookies may be either 'persistent' cookies or 'session' cookies. A persistent cookie will be stored on the web browser and will remain valid until its set expiry date, unless detected 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.

## First party and third party cookies

Cookies can be set and controlled by the operator of the website which the user is browsing (known as a 'first party cookie') or a third party such as Facebook, for example to display advertisements and social sharing features, (known as a 'third party cookie').

## Cookies used by Intuitive Giraffe

Intuitive Giraffe uses cookies for Google Analytics. Google Analytics is a web analytics tool that helps website owners understand how visitors engage with their website. Google Analytics customers can view a variety of reports about how visitors interact with their website so that they can improve it.

Like many services, Google Analytics uses first-party cookies to track visitor interactions as in my case, where they are used to collect information about how visitors use my site. I then use the information to compile reports and to help me improve the website.

Cookies contain information that is transferred to your computer's hard drive. These cookies are used to store information, such as the time that the current visit occurred, whether the visitor has been to the site before and what site referred the visitor to the web page.

Google Analytics collects information anonymously. It reports website trends without identifying individual visitors.

Intuitive Giraffe also has the Facebook pixel installed on its website. Facebook may use cookies, web beacons, and other storage technologies to collect or receive information from the Intuitive Giraffe website to provide measurement and target adverts.

## How can you control the use of cookies?

You can opt out of Google Analytics without affecting how you visit the Intuitive Giraffe website – for more information on opting out of being tracked by Google Analytics across all websites you use, visit this [Google page](#).

## Sharing of data from cookies

I may disclose data collected from third party cookies, such as visitor trends, to third parties, in an anonymous form, for research and statistical purposes, and to help me optimise my website.

### **Learn more about cookies**

To find out more about cookies in general either search in Google or visit [aboutcookies.org](http://aboutcookies.org) or [allaboutcookies.org](http://allaboutcookies.org) (which is run by the IBA Europe).

A guide to behavioural advertising and online privacy has been produced by the internet advertising industry which can be found at [www.youronlinechoices.eu](http://www.youronlinechoices.eu). The guide contains an explanation of the Internet Advertising Bureau's self-regulatory scheme to allow you greater control of the advertising you see.