

Privacy Notice – Embrace Counselling

Embrace Counselling understands that your privacy is important, and I want you to feel fully informed and confident about how your personal data is handled. I am committed to respecting and protecting the privacy of everyone I work with, and I will only collect and use your personal data in ways that are lawful, fair, and transparent — always guided by your rights and best interests.

1. About Me

Embrace Counselling
Sole Trader
Email: emma@embracecounselling.co.uk
Phone: 07395 456566

I am a registered member of the British Association for Counselling and Psychotherapy (BACP) and adhere to their Ethical Framework.

I am also registered with the Information Commissioner's Office (ICO) — Registration No: ZB673309

2. What Does This Notice Cover?

This privacy notice explains how I collect, store, use, and protect your personal information. It also sets out your rights under current data protection law, including the General Data Protection Regulation (GDPR).

3. What Is Personal Data?

Personal data refers to any information that identifies you as an individual. This could include your name, contact details, or more sensitive data such as health-related information shared during sessions.

4. Your Rights

Under data protection law, you have several important rights:

- To be informed about how your data is used (this privacy notice is part of that).
- To access the personal data I hold about you.
- To request correction of inaccurate or incomplete information.
- To request deletion of your data ("the right to be forgotten") in certain circumstances.

- To restrict processing of your data in certain situations.
- To object to how your data is being used.
- To request portability of your data where applicable.
- To object to automated decision-making or profiling (note: I do not use such systems).
- To make a complaint about how your personal data is being handled and to receive a response in accordance with applicable data protection law.

For more details or to exercise any of these rights, please contact me using the details in section 12.

If you are unhappy with how I handle your personal data or respond to a complaint, you may also contact the Information Commissioner's Office (ICO). Further information is available at www.ico.org.uk.

5. Data Protection Complaints

If you have any concerns about how I collect, use, store, or manage your personal information, you have the right to make a data protection complaint directly to me.

Complaints can be made by email at emma@embracecounselling.co.uk, by telephone on 07395 456566, or in writing to the postal address provided in this notice.

I will acknowledge your complaint within 30 days of receiving it and will investigate the matter fairly and promptly. I will aim to provide a response explaining the outcome of my investigation and any action taken.

If you remain dissatisfied after I have considered your complaint, you have the right to raise the matter with the Information Commissioner's Office (ICO).

Further information about the ICO can be found at www.ico.org.uk or by calling 0303 123 1113.

6. What Personal Data Do I Collect?

Depending on our work together, I may collect the following:

- Full name
- Date of birth
- Gender (if you choose to share this)
- Address
- Contact details (email, phone number)
- Occupation
- Payment details (if relevant)

- Information about your mental health, wellbeing, or personal circumstances

7. How Do I Use Your Personal Data?

I only use your personal data where I have a lawful basis to do so. This may include:

- To provide counselling sessions and related services
- To communicate with you (e.g., scheduling sessions or responding to enquiries)
- To maintain accurate records in line with ethical and legal requirements

I do not use your data for marketing or share it with third parties for commercial purposes.

8. How Long Will I Keep Your Data?

Your records will be securely retained for five years after the end of our work together, in line with professional guidance. After that, they will be permanently deleted or shredded.

In the event of my death or serious incapacity, a named clinical executor (usually my supervisor) will handle the secure disposal of all records.

9. How Is Your Data Stored?

Your data is stored securely, either in password-protected digital files or in locked physical storage (if paper-based). I do not transfer your data outside the UK.

10. Do I Share Your Personal Data?

Your information is kept confidential. However, I may need to share certain information if:

- I am legally required to (e.g., by court order or safeguarding concerns)
- There is a serious risk of harm to yourself or others
- You give me clear, written permission to share your information with someone else

In all cases, I will aim to discuss this with you beforehand, unless it's legally not possible.

11. How Can You Access Your Data?

You have the right to request access to the personal data I hold about you. This is known as a Subject Access Request.

Requests must be made in writing (email is fine), and I will normally respond within one calendar month of receiving your request.

There is normally no charge, unless the request is excessive or repetitive.

12. Contact Details

If you have any questions about how your data is handled or wish to make a request, please contact:

Embrace Counselling – Emma Fathom
Email: emma@embracecounselling.co.uk
Phone: 07395 456566

Or postal address

Office 5
Timsons Business Centre
Bath Road
Kettering
Northamptonshire
NN16 8NQ

13. Updates to This Notice

This privacy notice may be updated from time to time. Any significant changes will be communicated directly to you and made available on my website.