

Privacy Policy

Introduction

This Privacy Policy describes how we obtain and use your Data, who has access to your personal data, and what your rights are. We take your privacy seriously and use your Data as further explained in this Privacy Policy.

You have the right to opt out of us processing your Data for our business interests or for direct marketing purposes (including any related profiling). For more information about your rights and how you can exercise them, please see the section 'Your rights'.

Definitions and Interpretation

In this policy the following terms shall have the following meanings:

Data	means collectively all information that you submit to The Child Psych via the Website. This definition shall, where applicable, incorporate the definitions provided in the Data Protection Act 1998
Cookie	means a small text file placed on your computer by this Website when you visit certain parts of the Website and / or when you use certain features of the Website. Details of the cookies used by this Website are set out in this Policy
Log File	means a computer-generated data file that contains information about usage patterns, activities, and operations within the Website
The Child Psych	means The Child Psych of 113 High Street, Berkhamsted, Hertfordshire, HP4 2DJ
UK and EU Cooke Law	means the Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended by the Privacy and Electronic Communication (EC Directive) (Amendment) Regulations 2011
User	means any third party that accesses the Website and is not employed by The Child Psych and acting in the course of their employment
Website	means the Website that you are currently using and any sub-domains of this site unless expressly excluded by their own terms and conditions.

Scope of this Policy

This Policy applies only to the actions of The Child Psych and Users with respect to this Website. It does not extend to any websites that can be accessed from this Website including, but not limited to, any links we may provide to social media websites.

Personal Data we may collect and why

Personal data is any information which identifies you personally whether directly (e.g. your name) or indirectly (e.g. information about your use of our products and services).

Without limitation, any of the following Data may be collected by this Website from time to time through your inputting data:

- Contact details: your name, email address, and telephone number so that we can contact you in response to an enquiry you make via our Website or in relation to the products and services that we have from time to time agreed to provide to you.
- Correspondence: we collect any additional personal data you may provide to us from time to time if you contact us through our Website, by submitting a comment on our Website, or by other means.
- Details of visits to the Website: details of your visits to our Website, including, but not limited to, traffic data (number of hits and page views), internet protocol (IP) address, web browser type and version, internet services provider (ISP), location data, referring / exit pages, platform type, date / time stamp, weblogs and other communication data, and the resources that you access.

Our Use of Data

Any personal Data you submit will be retained by The Child Psych for as long as regulations require us to retain data for. All personal Data is stored securely in accordance with the principles of the Data Protection Act 1998. For more details on security see the Security section below.

Any or all of the above Data may be required by us from time to time in order to provide you with the best possible service and experience when using our Website. Specifically, Data may be used by us for the following reasons:

1. To provide you with the products and services you have requested
2. To maintain our records (e.g. a record of replying to an enquiry submitted through our Website)
3. To track your usage of our website, communications, products, and services
4. To improve our products / services
5. Direct marketing
6. To investigate, detect and prevent fraud and comply with our legal obligations. This may require us to provide your Data to law enforcement agencies if they request it.

Unless we are obliged or permitted by law to do so, or subject to terms in 'Third Party Websites and Services', your Data will not be disclosed to third parties.

Cookies

We collect information about your use of our Website through cookies; most major websites use Cookies. All Cookies used by this Website are use in accordance with current UK and EU Cookie Law.

The Cookies used on our Website are broadly grouped into the following categories:

- Essential: Some of the Cookies on our Website are essential for us to be able to provide you with the service you have requested. You may not be able to use our Website without these cookies.
- Analytics: We use Analytics Cookies to help us understand how users engage with our Website. We would find it difficult to analyse how well our Website was performing and improve it without these Cookies. This Website uses analytics services provided by the Website Hosting Provider (Wix).
- User Cookies: We use Cookies to improve your experience by remembering your preferences so we know how you like to use our Website.
- Social Sharing: We use Third Party Cookies to allow you to share content directly on the social networking / sharing sites like Facebook, Twitter or Google+. Examples would be if you want to "like" or "tweet" about us or our services.
- Internet- Based Advertising: You will have noticed that when you visit websites you will be shown adverts for products and services you may wish to buy. The money made by website owners for showing third-party adverts on their websites often pays for the cost of running the website and therefore usually allows you to use



the website without having to pay a registration or usage fee. To try and ensure that the adverts you see are relevant to you, third-party cookies may be used to collect information about the types of things that interest you, for example, websites you visit and the location that you are based in. Having these cookies does not increase the number of adverts you will be shown, but simply makes the adverts you see more relevant. We have no control over these Cookies or how the third parties use them.

Your Right to Withhold Information

You can choose to delete Cookies at any time, however you may lose any information that enables you to access the Website more quickly and efficiently including, but not limited to, personalisation settings.

You may refuse to accept Cookies by activating the setting on your browser which allows you to refuse the setting of Cookies. However, if you select this setting, you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse Cookies, our system will issue Cookies when you use our Website.

It is recommended that you ensure that your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your internet browser if you are unsure about adjusting your privacy settings.

Third Party Websites and Services

The Child Psych may, from time to time, employ the services of other parties for dealing with matters that may include, but are not limited to, payment processing, delivery of purchased items or services, search engine facilities, advertising and marketing, developing and processing. The providers of such services do not have access to certain personal Data provided by Users of this Website.

Any Data used by such parties is used only to the extent required by them to perform the services that The Child Psych requests. Any use for other purposes is strictly prohibited. Furthermore, any Data that is processed by third parties shall be processed within the terms of this Policy and in accordance with the Data Protection Act 1998.

Links to Other websites

This Website may, from time to time, provide links to other websites. The Child Psych has no control over such websites and is in no way responsible for the content thereof. This Policy does not extend to your use of such websites. Users are advised to read the privacy policy or statement of other websites prior to using them.

Changes of Business Ownership and Control

The Child Psych may expand or reduce our business and this may involve the sale and / or the transfer of control of all / or part of The Child Psych. Data provided by Users will, where it is relevant to any part of our business, be transferred along with that part, and the new owner or newly controlling party will, under the terms of this Policy, be permitted to use the Data for the purposes for which it was originally supplied to us.

In the event that any Data submitted by Users is to be transferred in such a manner, you will not be contacted in advance and informed of the changes.

Accessing your own Data

You have the right to ask for a copy of any of your personal Data held by The Child Psych (where such data is held). Please contact hello@thechildpsych.co.uk.



Changes to this Policy

The Child Psych reserves the right to change this Policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Website and you are deemed to have accepted the terms of the Policy on your first use of the Website following the alterations.