

PRIVACY POLICY

This privacy policy outlines how Mum & Baby Sanctuary uses and protects any information you provide when using this website.

What is GDPR?

The General Data Protection Regulation (GDPR) came into force on the 25th May 2018, replacing the existing data protection framework under the EU Data Protection Directive. (www.dataprotection.ie) The New regulation outlines a variety of new EU laws concerning how data is processed and used. The main objective is to improve and standardize data protection laws for all EU citizens. These regulations will apply to any organisation or individual that controls and/or processes data on behalf of an individual or group of individuals. Those responsible for adhering to these regulations include employees of the organisation, including contractors, consultants, agents and third parties who have access to data either directly or indirectly.

What does this mean for Mum and Baby Sanctuary?

We are committed to ensuring that the information you provide is secure. In order to prevent unauthorised access or disclosure, we have suitable procedures in place to safeguard and secure the information we collect online.

How we collect information about you

We collect personal information from you, for example when you:

Visit our Website

Signup for our Newsletter

Enter Competitions

Contact us by email

Attend the class/workshops/consultations

View online content (support, resources etc)

What information do we collect about you?

Name, job title, contact information including email, address, demographic information such as postcode, preferences, and interests. Other information relevant to customer surveys and/or offers as well as medical history for our breastfeeding consultations.

How we use your information

We use your information to:

provide relevant services

identify ways we can improve our services

answer your queries on various services

provide appointment times and reminders

ensure you receive the service you requested and the relevant support afterwards

take payment and provide receipts

keep you updated with new services via marketing, provided you have given consent.

Internal record keeping for breastfeeding consultations

What other information is collected ?

Log Data

We collect information that your browser sends whenever you visit our website. This may include information such as your computer's Internet Protocol ("IP") address, browser type, browser version, the pages of our website that you visit, the time and date of your visit, the time spent on those pages and other statistics. In addition, we use third party services such as Google Analytics that collect, monitor and analyse this type of information to improve your online experience. These third party service providers have their own privacy policies addressing how they use such information.

Cookies

Cookies are files with a small amount of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a web site and transferred to your device. We use cookies to collect information in order to improve our services for you. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent.

Google Analytics

We use Google Analytics to collect information about use of our online services. Google Analytics plants a permanent cookie on your web browser to identify you as a unique user the next time you visit our site, the cookie cannot be used by anyone but Google. Google's ability to use and share information collected by Google Analytics about your visits to this site is restricted by the Google Analytics Terms of Use and the Google Privacy Policy.

Do Not Track Disclosure

We support Do Not Track ("DNT"). Do Not Track is a preference you can set in your web browser to inform websites that you do not want to be tracked.

You can enable or disable Do Not Track by visiting the Preferences or Settings page of your web browser.

Direct Marketing

For direct marketing, we need your consent to make you aware of services which may be of interest to you. We may do this by email or other digital media. You can decide how much direct marketing you want to accept when you complete your Data Protection Consent Document with us at your Training or Treatment. You have the freedom to opt out at any time you wish.

Sharing of your Data.

We share your data in the following ways:

To run our business we use some Service Providers. We use *Mailchimp* to send Email Newsletters, *Stripe* for Appointment Bookings and processing payments. These third parties have access to your Personal Information only to perform specific tasks on our behalf and are obligated not to disclose or use your information for any other purpose. We have reviewed their Privacy Policy's and are happy they meet General Data Protection Regulations 2018 (GDPR) standards.

How we keep your information safe

We protect your information with security measures under the laws that apply and we meet sufficient standards. We keep our computers, files and buildings secure.

When you contact us to ask about your information, we may ask you to identify yourself. This is to help us protect your information.

How long we keep your personal information for

To meet our legal and regulatory obligations, we retain all Consultation records for a period of 7 years from your last appointment. For those under 16 years of age, we retain records for a period of 7 years after your 18th birthday.

For all other data (Newsletter subscriptions etc) we hold this data indefinitely until such a time as you request removal or unsubscribe.

We continuously assess and delete data to ensure it not held for longer than necessary.

If an individual does not agree to Mum & Baby Sanctuary keeping records of information, it may not be possible to provide a consultation.

Updates to this notice

We will make changes to this notice from time to time, particularly when we change how we use your information, and change our technology and products. You can always find an up-to-date version of this notice on this website.

Other websites

Our website contains links other websites. This privacy statement only applies to this website so when you link to other websites you should read their own privacy policies.

How to contact us

Please contact us if you have any questions about our privacy statement or information we hold about you:

You can email us – aileen@mumandbabysanctuary.com