



## **Privacy Policy - Birth, Baby and You**

This notice explains what information we collect from you and why it is collected. It also outlines under what circumstance this information may be shared, how long it is stored and how you can access it.

### **Introduction from Dee Bell:**

I am a registered Midwife, IBCLC, and Tongue Tie Practitioner. I am required by the Nursing and Midwifery Council's (NMC) Code of Conduct to keep clear and accurate records relevant to my practice. These records, contain your personal information, such as email address and will also include summaries of our consultations. These records are stored on electronic devices which are password protected and have security software installed.

I am also required by the NMC's Code of Conduct to respect people's right to privacy and confidentiality so protecting your privacy is fundamental to my practice. If you are not happy with any aspect of how we collect and use your data, please let me know immediately and I will do my best to rectify the situation for you. If your complaint is not dealt with to your satisfaction, you have the right to complain to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues: [www.ico.org.uk](http://www.ico.org.uk)

### **Dee Bell**

**IBCLC, Tongue Tie Practitioner, Registered Midwife**

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### **How Your Information is Collected and Used:**

We collect some basic information about you when you contact us with an enquiry, this may include but is not limited to your name, location, baby's age and feeding history. This information is collected via our online forms and through any correspondence you have with us via email, phone, SMS or social media. The main reason we collect your information is for our legitimate interests in the case of enquiries and our legal obligation following appointments.

We will use the information in order to process enquiries and we may contact you following appointments in line with our duty of care to clients. Clients who consent will be added to our email list and may be contacted by email with regards to future opportunities, parenting or infant feeding articles or blogs that we believe may be of interest to you. You can opt out of this at anytime by updating your

preferences using the links at the bottom of any of our emails sent via Mailchimp or simply contacting us by email on: [feedingandtonquetie@gmail.com](mailto:feedingandtonquetie@gmail.com)

You can access a copy of the information we hold about you by emailing [feedingandtonquetie@gmail.com](mailto:feedingandtonquetie@gmail.com), we will provide this information within 30 days of your request

Please ensure you inform us of any changes to your personal information so we can keep our records up to date; alternatively you can update your own information that is stored in our Mailchimp email list by using the link at the end of any of our emails sent via the system.

### **Sharing Information:**

We will not share your personal information with any other company unless it is a matter of patient safety or public protection as per the NMC Code of Conduct. Information collected from clients may be kept for up to 25 years. Information from enquiries to us may be kept for up to a year.

You have the right to request we amend or delete information we hold about you subject to our legal or regulatory responsibilities.

### **Cookies and Google Analytics:**

We may use cookies on our website to improve the overall user experience. Cookies are a standard tool that most websites now use. A 'cookie' is a small text file that may be placed on your computer so that your preferences can be remembered for future uses. You can turn Cookies off using your browser settings however this may affect your experience using our site.

We track information and traffic on our site using Google Analytics. Google Analytics does not identify individual users or store any individual information about you or your IP address. We use this as a tool to understand our website traffic and page use better.

### **Complaints:**

If you have any concerns about how we have handled your data you can contact the Information Commissioners Office (ICO) Phone: 0303 123 1113.

Wycliffe House,  
Water Lane,  
Wilmslow,  
SK9 5AF.

### **Contact Birth, Baby and You:**

Mail: 121 Bevendean Avenue, Saltdean, BN2 8PE

Email: [feedingandtonquetie@gmail.com](mailto:feedingandtonquetie@gmail.com)

Phone: 07754 020143