

Birth Right Hypnobirthing

Privacy Policy

Last updated: April 2026

Version 1.0

Data Controller: Nancy Keen, Birth Right Hypnobirthing
Trading as: Sole Trader registered in England
Website: www.birthright-hypnobirthing.co.uk
Email: nancy@birthright-hypnobirthing.co.uk
Phone: 07817 233 480
ICO Registration Number: ZC121064

1. Introduction

Birth Right Hypnobirthing is committed to protecting your personal data and respecting your privacy. This Privacy Policy explains how we collect, use, store and protect your personal information when you visit our website, contact us, or use our services.

This policy complies with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. Please read it carefully. If you have any questions, contact us using the details above.

2. Who We Are

Nancy Keen, trading as Birth Right Hypnobirthing, is the Data Controller responsible for your personal data. As Data Controller, we decide how and why your personal data is processed.

We are registered with the Information Commissioner's Office (ICO). Our ICO registration number is: **ZC121064**. You can verify this at ico.org.uk.

3. What Personal Data We Collect

3.1 Data you provide directly

When you contact us, book a course, or use our services, we may collect:

- Full name
- Email address
- Phone number (including WhatsApp, Signal, Telegram)
- Postal address
- Your baby's approximate due month (not the specific due date)
- Any additional information you voluntarily share with us (e.g. via email, WhatsApp or in conversation)

3.2 Data collected automatically

When you visit our website, we may automatically collect:

- Technical data such as your IP address, browser type and version, and pages visited
- Usage data collected via Google Analytics, including how you found our site and how you navigate it
- Cookie data — please see Section 9 (Cookies) for full details

3.3 Data collected through Acuity Scheduling

When you book a course through our Acuity Scheduling booking system, Acuity Scheduling (operated by Squarespace Inc.) will collect and process booking information on our behalf. Please refer to Acuity Scheduling's own Privacy Policy at [squarespace.com](https://squarespace.com/privacy-policy) for details of how they handle your data.

4. Special Category Data

Pregnancy-related information may be considered health data, which is a 'special category' of personal data under UK GDPR and receives additional protection.

We collect only your baby's approximate due month, which you provide voluntarily to help us advise on course timing. We do not request detailed medical histories or clinical information.

Any health-related information you choose to share with us beyond this (for example during conversations or by email) is treated with the utmost care and confidentiality. We process this information on the basis of your explicit consent, and only to the extent necessary to provide you with appropriate support.

5. How We Use Your Personal Data

We use your personal data for the following purposes, under the corresponding legal bases:

Purpose	Details	Legal Basis
Providing our services	Delivering hypnobirthing courses, communicating about bookings, answering enquiries	Performance of a contract
Course administration	Managing bookings, sending joining instructions, course reminders	Performance of a contract
Client support	Responding to your questions before, during and after your course	Legitimate interests / Contract
Staying in touch	Sharing birth stories, baby updates, or relevant information where you have chosen to stay in touch with us	Consent

Marketing	Sending information about future courses or services (only with your consent)	Consent
Legal compliance	Complying with legal obligations or responding to lawful requests from authorities	Legal obligation
Website analytics	Understanding how our website is used so we can improve it (via Google Analytics)	Legitimate interests
Birth stories / testimonials	Publishing birth stories or photos on our website or social media only with your explicit consent	Consent

6. Who We Share Your Data With

We do not sell, rent or trade your personal data. We may share your data only in the following limited circumstances:

Acuity Scheduling (Squarespace Inc.): Our booking system processes your name, email and booking details to manage course reservations. They act as a data processor on our behalf.

Google LLC: Google Analytics processes anonymised website usage data. Data may be transferred to the USA under appropriate safeguards. You can opt out at tools.google.com/dlpage/gaoptout.

Legal authorities: We will only share your data with government agencies, police or other official bodies if we are legally required to do so, for example in response to a court order.

With your explicit consent: We may share your birth story, testimonial or photos with your written permission, for example on our website or social media.

7. International Data Transfers

Google Analytics involves the transfer of data to the United States. Google LLC participates in the EU-US Data Privacy Framework and implements Standard Contractual Clauses approved by the UK government, providing appropriate safeguards for your data.

Acuity Scheduling (Squarespace Inc.) is based in the USA and processes data under Standard Contractual Clauses. Please see their privacy policy for full details.

8. How Long We Keep Your Data

We keep your personal data only for as long as necessary for the purposes set out in this policy. Our retention periods are:

- Client booking and contact information: 6 years after your last course, in line with standard business record-keeping requirements
- Financial/invoicing records: 6 years, as required by HMRC

- Marketing communications: until you unsubscribe or withdraw consent
- Birth stories and testimonials: indefinitely, unless you ask us to remove them
- Website analytics data (Google Analytics): as per Google's data retention settings (typically 26 months)

When data is no longer needed, we will securely delete or anonymise it.

9. Cookies

Our website uses cookies — small text files placed on your device when you visit our site. We use the following types of cookies:

- Essential cookies: necessary for the website to function correctly
- Analytics cookies: Google Analytics uses cookies to collect anonymised information about how visitors use our website (e.g. pages visited, time spent on site). This helps us improve our content and user experience.

You can control cookies through your browser settings. Most browsers allow you to refuse or delete cookies. Please note that disabling certain cookies may affect website functionality.

For more information about Google Analytics cookies, visit: support.google.com/analytics

10. Your Rights Under UK GDPR

Under UK data protection law, you have the following rights in relation to your personal data:

Right of access: You can request a copy of the personal data we hold about you (a Subject Access Request).

Right to rectification: You can ask us to correct any inaccurate or incomplete data we hold about you.

Right to erasure: You can ask us to delete your personal data in certain circumstances (the 'right to be forgotten').

Right to restriction: You can ask us to restrict how we process your data in certain circumstances.

Right to data portability: Where we process your data by automated means on the basis of consent or contract, you can ask us to provide it in a portable format.

Right to object: You can object to us processing your data where we rely on legitimate interests as our legal basis, or for direct marketing purposes.

Right to withdraw consent: Where we process your data based on consent, you can withdraw that consent at any time. This will not affect the lawfulness of processing before withdrawal.

Rights related to automated decision-making: We do not use automated decision-making or profiling in our services.

To exercise any of these rights, please contact us at nancy@birthright-hypnobirthing.co.uk. We will respond within one calendar month.

11. How We Protect Your Data

We take reasonable technical and organisational measures to protect your personal data from unauthorised access, loss, alteration or disclosure. These include:

- Storing electronic data using password-protected devices and accounts
- Using secure email and messaging platforms
- Limiting access to your personal data to ourselves only
- Regularly reviewing our data practices

Please note that no method of transmission over the internet is completely secure. While we strive to protect your data, we cannot guarantee absolute security of information transmitted electronically.

12. Children and Young People

Our courses are intended for adults (18+) and expectant parents. We do not knowingly collect personal data from anyone under the age of 16 without the involvement of a parent or legal guardian. Where a young person under 16 attends a course, a parent or legal guardian must be present.

13. Third-Party Websites and Social Media

Our website and communications may contain links to third-party websites, including our Facebook and Instagram pages. These sites have their own privacy policies, and we are not responsible for their practices. We encourage you to review the privacy policy of any website you visit.

We have a Facebook page (facebook.com/birthright-hypnobirthing) and Instagram account (instagram.com/nancybirthrightkeen). Any interaction you have on those platforms is governed by Meta's privacy policy.

14. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. The updated version will be published on our website with a revised date at the top. We encourage you to review this policy periodically.

Significant changes will be communicated to active clients by email where possible.

15. How to Complain

If you are unhappy with how we have handled your personal data, please contact us in the first instance so we can try to resolve your concern:

- Email: nancy@birthright-hypnobirthing.co.uk

If you remain dissatisfied, you have the right to lodge a complaint with the UK's data protection supervisory authority:

Information Commissioner's Office (ICO)
Website: ico.org.uk
Phone: 0303 123 1113
Post: ICO, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

— *End of Privacy Policy* —