

Privacy Policy

Effective Date: 3rd January 2025

Monarch Transformation & Wellbeing (“we”, “our”, “us”) is committed to safeguarding and preserving your privacy when you visit our website or engage with our services. This Privacy Policy outlines how we collect, use, and protect your personal data, in compliance with the General Data Protection Regulation (GDPR) and other relevant data protection laws. By accessing our website or using our services, you consent to the collection, use, and storage of your personal data as outlined in this Privacy Policy.

1. Data Collection

We collect personal data when you interact with us through our website, sign up for services, or engage in other business activities. The types of personal data we may collect include:

- Name
- Contact information (email, phone number)
- Payment details (for services rendered)
- Health information (only when necessary for the provision of specific services such as EFT, breathwork, and meditation)
- Website usage data (via cookies)

We only collect the minimum amount of personal data necessary for the provision of services and business operations.

2. How We Use Your Data

Your personal data is used for the following purposes:

- To provide the wellbeing services you request, including EFT, meditation, breathwork, and other modalities.
- To communicate with you about your sessions and appointments.
- To process payments for services rendered.
- To improve our services and website.
- To comply with legal obligations.

We will never use your data for purposes beyond those stated above without your explicit consent.

3. Legal Basis for Processing Data

Under the GDPR, we process your personal data based on the following legal grounds:

- **Consent:** You have provided consent for the processing of your personal data for one or more specific purposes (e.g., signing up for services).
- **Contractual Necessity:** Processing is necessary for the performance of a contract (e.g., delivering services you have requested).

- **Legal Obligation:** Processing is necessary to comply with legal requirements (e.g., tax and accounting obligations).
- **Legitimate Interest:** We may process your data for our legitimate business interests, such as improving our services.

4. How Data Is Stored

We take all reasonable precautions to ensure your personal data is stored securely. Personal data is stored electronically in password-protected systems. We use third-party service providers (e.g., payment processors) who are contractually obligated to protect your data and comply with applicable data protection laws.

5. Accessing Your Data

You have the right to access the personal data we hold about you. To request access, please contact us in writing at the address below. We will provide you with a copy of the data we hold, free of charge, within one month of your request.

Monarch Transformation & Wellbeing Contact Information:

Full name of legal entity: Monarch Transformation & Wellbeing

Contact details: helen@monarchtw.com

6. Right to Correct or Delete Data

If you believe the personal data we hold is incorrect, you can request correction or deletion. You also have the right to request the deletion of your personal data, subject to any legal requirements that may override this right.

7. Cookies

We use cookies on our website to improve your browsing experience. You can control cookie settings through your web browser. By using our website, you consent to the use of cookies. For more details on how we use cookies, please refer to our Cookie Policy.

8. Your Legal Rights

Under the GDPR, you have the following rights concerning your personal data:

- **Right to Access:** You can request access to the personal data we hold about you.
- **Right to Rectification:** You can request correction of inaccurate or incomplete data.
- **Right to Erasure:** You can request that we delete your personal data, subject to any legal or contractual obligations.
- **Right to Restriction of Processing:** You can request restriction of processing of your personal data in certain circumstances.
- **Right to Data Portability:** You can request a copy of your data in a commonly used, machine-readable format.
- **Right to Object:** You can object to the processing of your personal data for certain purposes, such as marketing.

If you wish to exercise any of these rights, please contact us in writing.

9. Who Can Access Your Data

Only authorised staff members of Monarch Transformation & Wellbeing have access to your personal data, and only for the purpose of delivering services to you. We do not share or sell your personal data to third parties, except where necessary to fulfil the services we provide (e.g., payment processors). We will ensure that all third parties who process your data are GDPR compliant.

10. Golden Rules of GDPR Compliance

At Monarch Transformation & Wellbeing, we are committed to ensuring the following GDPR principles are adhered to:

1. **Lawfulness, Fairness, and Transparency:** We collect and process your data in a lawful, fair, and transparent manner.
2. **Purpose Limitation:** We collect your data only for specified, legitimate purposes and do not process it in a way incompatible with those purposes.
3. **Data Minimisation:** We collect only the data necessary to fulfil our business and service requirements.
4. **Accuracy:** We take reasonable steps to ensure your personal data is accurate and up to date.
5. **Storage Limitation:** We retain your personal data only for as long as necessary for the purposes outlined in this Privacy Policy.
6. **Integrity and Confidentiality:** We implement appropriate security measures to protect your data from unauthorised access, use, or disclosure.
7. **Accountability:** We are accountable for ensuring compliance with these principles and will take appropriate action to protect your data.

11. Changes to This Privacy Policy

We reserve the right to update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date. We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your data.

12. Contact Us

If you have any questions or concerns about this Privacy Policy or how we process your data, please contact us using the details provided above. If you are not happy with any aspect of how we collect and use your data, you have the right to complain to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues.

This Privacy Policy is designed to ensure compliance with the GDPR and protect your personal data when interacting with Monarch Transformation & Wellbeing. Your trust is important to us, and we are dedicated to respecting and safeguarding your privacy.