

PRIVACY NOTICE

BACKGROUND:

The IVF Essentials understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of all of our customers and clients and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

1. Information About Us

The IVF Essentials, Sole trader at address 20 King George V Drive West, Cardiff, CF14 4EE.

Founded by Helen Corsi-Cadmore, theivfessentials@outlook.com.

What Does This Notice Cover?

This Privacy Information explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

2. What Is Personal Data?

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the “GDPR”) and the Data Protection Act 2018 (collectively, “the Data Protection Legislation”) as ‘any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier’.

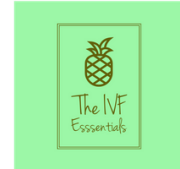
Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

The personal data that we use is set out in Part 5, below.

3. What Are My Rights?

Under the Data Protection Legislation, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Notice should tell you everything you need to know, but you can always contact **us** to find out more or to ask any questions using the details in Part 11.
- b) The right to access the personal data **we** hold about you. Part 10 will tell you how to do this.
- c) The right to have your personal data rectified if any of your personal data held by **us** is inaccurate or incomplete. Please contact **us** using the details in Part 11 to find out more.
- d) The right to be forgotten, i.e. the right to ask **us** to delete or otherwise dispose of any of your personal data that **we** hold. Please contact **us** using the details



in Part 11 to find out more.

- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to **us** using your personal data for a particular purpose or purposes.
- g) The right to withdraw consent. This means that, if **we are** relying on your consent as the legal basis for using your personal data, you are free to withdraw that consent at any time.
- h) The right to data portability. This means that, if you have provided personal data to **us** directly, **we are** using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask **us** for a copy of that personal data to re-use with another service or business in many cases.
- i) Rights relating to automated decision-making and profiling. **We** do not use your personal data in this way]
- j) For more information about **our** use of your personal data or exercising your rights as outlined above, please contact **us** using the details provided in Part 11.

It is important that your personal data is kept accurate and up-to-date. If any of the personal data **we** hold about you changes, please keep **us** informed as long we have that data.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about **our** use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office. **We** would welcome the opportunity to resolve your concerns **ourselves**, however, so please contact **us** first, using the details in Part 11.

4. What Personal Data Do You Collect and How?

Depending upon your use of **our** Site, **we** may collect and hold some or all of the personal and non-persona data set out in the table below, using the methods also set out in the table. **We** do not collect any 'special category' or 'sensitive' personal data **OR** personal data relating to children **OR** data relating to criminal convictions and/or offences.

Data Collected	How We Collect the Data
Identity Information including data collected, e.g. name, title, date of birth, gender.	i.e. via email, telephone call, questionnaire, website contact details, social media accounts such as Instagram, facebook, LinkedIn, twitter, but not limited to.
Contact information including data collected, e.g. address, email address, telephone number.	i.e. via email, telephone call, questionnaire, website contact details, social media accounts such as Instagram, facebook, LinkedIn, twitter, but not limited to.
Business information including data	i.e. via email, telephone call, questionnaire,



collected, e.g. business name, job title, profession.	website contact details, social media accounts such as Instagram, facebook, LinkedIn, twitter, but not limited to.
Payment information including data collected, e.g. card details, bank account numbers.	i.e. via email, telephone call, questionnaire, website contact details, social media accounts such as Instagram, facebook, LinkedIn, twitter, but not limited to.
Profile information including data collected, e.g. preferences, interests, purchase history	i.e. via email, telephone call, questionnaire, website contact details, social media accounts such as Instagram, facebook, LinkedIn, twitter, but not limited to.
Data from third parties including data collected, e.g. contact information, profile information.	i.e. via email, telephone call, questionnaire, website contact details, social media accounts such as Instagram, facebook, LinkedIn, twitter, but not limited to.

5. How Do You Use My Personal Data?

Under the Data Protection Legislation, **we** must always have a lawful basis for using personal data. The following table describes how **we will** or may use your personal data, and **our** lawful bases for doing so:

What We	What Data we Use	Our Lawful Basis
Administering our business.	Profile details. i.e. contact information, payment information, social media accounts	Legitimate Interests. To enable us to provide the best possible service to the clients and customer in order to fulfil a brief or interest.
Supplying our products OR services to you.	Profile details. i.e. contact information, payment information, social media accounts	Legitimate Interests. To enable us to provide the best possible service to the clients and customer in order to fulfil a brief or interest.
Managing payments for our products OR services.	Profile details. i.e. contact information, payment information, social media accounts	Legitimate Interests. To enable us to provide the best possible service to the clients and customer in order to fulfil a brief or interest. To enable us to send products to customers to fulfil their purchase.
Personalising and tailoring our products AND/OR services for you.	Profile details. i.e. contact information, payment information, social media	Legitimate Interests. To enable us to provide the best possible service to the clients



	accounts	and customer in order to fulfil a brief or interest.
Communicating with you.	Profile details. i.e. contact information, payment information, social media accounts	Legitimate Interests. To enable us to provide the best possible service to the clients and customer in order to fulfil a brief or interest..
Supplying you with information by email AND/OR post that you have opted-in-to (you may opt-out at any time by contacting us at theivfessentials@outlook.com)	Profile details. i.e. contact information, social media accounts.	Legitimate Interests. To provide further areas of interest to the clients.

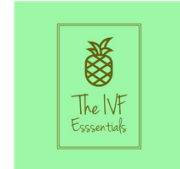
With your permission and/or where permitted by law, **we** may also use your personal data for marketing purposes, which may include contacting you by email **AND/OR** telephone **AND/OR** text message **AND/OR** post with information, news, and offers on **our products AND/OR** services. You will not be sent any unlawful marketing or spam. **We** will always work to fully protect your rights and comply with **our** obligations under the Data Protection Legislation and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out. **We** will always obtain your express opt-in consent before sharing your personal data with third parties for marketing purposes and you will be able to opt-out at any time.

We use the following automated system [s] for carrying out certain kinds of decision-making **AND/OR** profiling. If at any point you wish to query any action that **we** take on the basis of this or wish to request 'human intervention' (i.e. have someone review the action themselves, rather than relying only on the automated method), the Data Protection Legislation gives you the right to do so. Please contact us to find out more using the details in Part 11.

- The following automated decision-making method(s) may be used:
 - Legitimate Interests. Newsletters, social media profiling, contact us sections.
- The following automated profiling may take place:
 - Legitimate Interests. Data collected from newsletters, social media profiling, contact us sections, sign up page on social media accounts, emails, telephone services, to enable us to target the right data to the right customer profile to enable the best outcome for all parties.

We will only use your personal data for the purpose(s) for which it was originally collected unless **we** reasonably believe that another purpose is compatible with that or those original purpose(s) and need to use your personal data for that purpose. If **we** do use your personal data in this way and you wish **us** to explain how the new purpose is compatible with the original, please contact **us** using the details in Part 11.

If **we** need to use your personal data for a purpose that is unrelated to, or incompatible with, the purpose(s) for which it was originally collected, **we** will inform you and explain the legal basis which allows us to do so.



In some circumstances, where permitted or required by law, **we** may process your personal data without your knowledge or consent. This will only be done within the bounds of the Data Protection Legislation and your legal rights.

6. How Long Will You Keep My Personal Data?

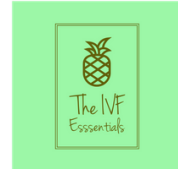
We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Your personal data will therefore be kept for the following periods (or, where there is no fixed period, the following factors will be used to determine how long it is kept):

Type of Data	How Long We Keep It
Identity Information including e.g. name, title, date of birth, gender.	For as long as you are a private client, until you unsubscribe or opt out of our services. Until a product is shipped to the client.
Contact information including e.g. address, email address, telephone number.	For as long as you are a private client, until you unsubscribe or opt out of our services. Until a product is shipped to the client.
Business information including e.g. business name, job title, profession	For as long as you are a private client, until you unsubscribe or opt out of our services. Until a product is shipped to the client.
Payment information including <<insert data collected, e.g. card details, bank account numbers.	For as long as you are a private client, until you unsubscribe or opt out of our services. Until a product is shipped to the client.
Profile information including <<insert data collected, e.g. preferences and interests, purchase history.	For as long as you are a private client, until you unsubscribe or opt out of our services. Until a product is shipped to the client.

7. How and Where Do You Store or Transfer My Personal Data?

We may store or transfer some or all of your personal data in countries that are not part of the [European Economic Area (the “EEA” consists of all EU member states, plus Norway, Iceland, and Liechtenstein) **OR** EEA. These are known as “third countries” and may not have data protection laws that are as strong as those in the UK and/or the EEA. This means that **we** will take additional steps in order to ensure that your personal data is treated just as safely and securely as it would be within the UK and under the Data Protection Legislation as follows:

We share your data within the group of companies of which we are a part. Where this involves the transfer of personal data outside the EEA, **our** group ensures that personal data is protected by requiring all companies within the group to follow the same rules with respect to personal data usage. These are known as “binding corporate rules”. More information on binding corporate rules is available from the [European Commission.](#)]



AND/OR

We may share your data with external third parties, as detailed below in Part 9, that are based outside of the EEA. The following safeguard[s] are applied to such transfers:

We will only transfer your personal data to third countries whose levels of data protection are deemed 'adequate' by the European Commission. More information is available from the [European Commission.](#)]

AND/OR

Where we may transfer your data to a third party based in the US, the data may be protected if they are part of the EU-US Privacy Shield. This requires that third party to provide data protection to standards similar levels of data protection to those in Europe. More information is available from the [European Commission.](#)

Please contact **us** using the details below in Part 11 for further information about the particular data protection mechanism[s] used by **us** when transferring your personal data to a third country.

The security of your personal data is essential to **us**, and to protect your data, **we** take a number of important measures, including the following:

- limiting access to your personal data to those employees, agents, contractors, and other third parties with a legitimate need to know and ensuring that they are subject to duties of confidentiality;
- procedures for dealing with data breaches (the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, your personal data) including notifying you and/or the Information Commissioner's Office where we are legally required to do so;

8. Do You Share My Personal Data?

We will not share any of your personal data with any third parties for any purposes, subject to the following exception[s].

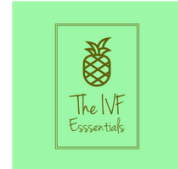
If we sell, transfer, or merge parts of **our** business or assets, your personal data may be transferred to a third party. Any new owner of **our** business may continue to use your personal data in the same way(s) that **we** have used it, as specified in this Privacy Policy.

In some limited circumstances, **we** may be legally required to share certain personal data, which might include yours, if **we are** involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

If any of your personal data is shared with a third party, as described above, **we will** will take steps to ensure that your personal data is handled safely, securely, and in accordance with your rights, **our** obligations, and the third party's obligations under the law, as described above in Part 8.]

If any personal data is transferred outside of the EEA, **we** will take suitable steps in order to ensure that your personal data is treated just as safely and securely as it would be within the UK and under the Data Protection Legislation, as explained above in Part 8.

If we sell, transfer, or merge parts of **our** business or assets, your personal data may be transferred to a third party. Any new owner of **our** business may continue to use



your personal data in the same way(s) that **we** have used it, as specified in this Privacy Policy.

In some limited circumstances, **we** may be legally required to share certain personal data, which might include yours, if **we are** involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

9. **How Can I Access My Personal Data?**

If you want to know what personal data **we** have about you, you can ask **us** for details of that personal data and for a copy of it (where any such personal data is held). This is known as a “subject access request”.

All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 11. To make this as easy as possible for you, a Subject Access Request Form is available for you to use. You do not have to use this form, but it is the easiest way to tell **us** everything **we** need to know to respond to your request as quickly as possible.]

There is not normally any charge for a subject access request. If your request is ‘manifestly unfounded or excessive’ (for example, if you make repetitive requests) a fee may be charged to cover **our** administrative costs in responding.

We will respond to your subject access request within **28 days** and, in any case, not more than one month of receiving it. Normally, **we** aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date **we** receive your request. You will be kept fully informed of **our** progress.

10. **How Do I Contact You?**

To contact **us** about anything to do with your personal data and data protection, including to make a subject access request, please use the following details for the attention of Helen Corsi-cadmore:

Email address: theivfessentials@outlook.com.

Telephone number: +44 7979368902.

Postal Address: 20 King George V Drive West, Heath, Cardiff, CF14 4EE.

11. **Changes to this Privacy Notice**

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if **we** change **our** business in a way that affects personal data protection.

Any changes will be made available by contacting us at theivfessentials@outlook.com and updated on the website as and when necessary.

This Privacy Notice was last updated on 1st August 2020.