

# Aurora Psychotherapy Privacy Policy

Last Updated: 06/02/2025

Aurora Psychotherapy (“we,” “us,” or “our”) values your privacy and is committed to protecting your personal data. This privacy policy outlines how we collect, use, and safeguard your information when you use our website and services.

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## 1. Information We Collect

We may collect and process the following types of personal data:

- **Personal Identification Information:** Name, email address and any other contact details you provide when contacting us.
  - **Sensitive Data:** Information related to your health or well-being that you voluntarily share when inquiring about or using our psychotherapy services.
  - **Usage Data:** Information about how you use our website, such as your IP address, browser type, pages visited, and time spent on the site.
  - **Cookies:** Small files stored on your device that help improve your browsing experience.
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## 2. How We Use Your Information

We use your personal data for the following purposes:

- To respond to inquiries and provide the services you request.
  - To manage appointments and communicate with you about your therapy sessions.
  - To improve our website and services through analytics.
  - To comply with legal and regulatory obligations.
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## 3. Legal Basis for Processing

We process your personal data based on the following legal grounds:

- **Consent:** When you provide explicit consent to process sensitive data or receive communications from us.
  - **Contractual Necessity:** To fulfill our obligations when you engage our services.
  - **Legitimate Interests:** To improve our services and respond to inquiries.
  - **Legal Obligation:** To comply with applicable laws and regulations.
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#### 4. Sharing Your Information

We do not sell, rent, or trade your personal information. We may share your data with:

- Trusted service providers who assist us in delivering our services (e.g., appointment scheduling software, email communication tools).
  - Legal or regulatory authorities if required by law.
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#### 5. Data Retention

We retain your personal data only as long as necessary for the purposes outlined in this policy, unless a longer retention period is required by law.

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#### 6. Data Security

We take appropriate technical and organisational measures to protect your personal data from unauthorised access, loss, or misuse. However, no online platform can guarantee complete security.

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#### 7. Your Rights

You have the following rights regarding your personal data:

- **Access:** Request access to the data we hold about you.
- **Correction:** Request correction of inaccurate or incomplete data.
- **Erasure:** Request deletion of your data, subject to legal obligations.
- **Restriction:** Request restriction of processing under certain circumstances.
- **Objection:** Object to the processing of your data for specific purposes.
- **Data Portability:** Request transfer of your data to another provider.
- **Withdraw Consent:** Withdraw consent at any time, where consent is the basis for processing.

To exercise these rights, please contact us at [amy@aurorapsychotherapy.uk](mailto:amy@aurorapsychotherapy.uk).

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#### 8. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of these external sites. We encourage you to review their privacy policies.

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## **9. Children's Privacy**

Our services are not directed to individuals under 18 years of age. We do not knowingly collect data from minors. If we become aware that we have inadvertently collected data from a minor, we will delete it promptly.

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## **10. Changes to This Policy**

We may update this privacy policy from time to time. Any changes will be posted on this page with a revised "Last Updated" date. We encourage you to review the policy periodically.

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## **11. Contact Us**

If you have questions or concerns about this privacy policy or how we handle your data, please contact us at:

Aurora Psychotherapy  
Email: [amy@aurorapsychotherapy.uk](mailto:amy@aurorapsychotherapy.uk)

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## **12. Complaints**

If you believe we have not adequately addressed your concerns, you have the right to lodge a complaint with your local data protection authority.

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By using our website or services, you acknowledge that you have read and understood this privacy policy.