
Privacy Notice

Mind Muscle (A part of: What Works Psychology Limited)

Effective Date: 09/06/2025

Contact Details

Business Name: What Works Psychology Limited

Registered Address: Twelve Quays House, Egerton Wharf, Wirral, United Kingdom, CH41 1LD

Email: contact@whatworkspscychology.co.uk

Introduction

Your privacy is important to us. We collect only the information necessary to run our website, deliver psychological therapy, and respond to your enquiries. Your therapy records are confidential and stored securely. You can access or request changes to your data at any time by contacting us.

The Type of Personal Information We Collect

Information you provide directly, for example when you:

- Schedule an appointment (online or in person)
- Complete intake or referral forms
- Participate in therapy sessions (online or in person)
- Communicate with us via email, phone, or our website contact form
- Provide feedback or testimonials

Information collected automatically when you visit our website:

- IP address
 - Browser type and version
 - Operating system
 - Referral source
 - Pages visited
 - Date and time of your visit
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How We Get Your Personal Information and Why We Collect It

Most personal information is provided directly by you, such as:

- Completing a contact form on our website
- Submitting referral information via Jotform
- Emailing or phoning us with an enquiry
- Engaging in psychological therapy
- Subscribing to free downloads or mailing lists

Indirect collection:

- We may receive information from other health or social care providers (e.g., GP referrals) but only with your consent or where legally permitted.

We use your information to:

- Deliver and manage psychological therapy and assessments
 - Maintain secure clinical records in line with HCPC and legal standards
 - Contact you regarding appointments, reports, or services
 - Share therapy reports with other professionals (with your consent)
 - Respond to website enquiries and referral submissions
 - Improve our services and website functionality
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Legal Basis for Processing Your Data

- **Contractual obligation:** To deliver services you have requested
- **Legal obligation:** To meet record-keeping and safeguarding requirements
- **Legitimate interest:** To respond to enquiries and improve services

Special category data (health information):

- Processed under UK GDPR Article 9(2)(a) – explicit consent
- Processed under UK GDPR Article 9(2)(h) – necessary for the provision of health care or treatment

Therapy clients are **not required to provide marketing consent** to receive services. The legal basis for processing therapy information is generally the provision of healthcare and/or explicit consent.

Confidentiality in Therapy

All therapy information, including clinical notes, is treated as confidential and stored securely using **Proton Drive**, an encrypted cloud storage platform.

- Records are only accessed by your treating psychologist or authorised team members where clinically necessary.
 - Therapy information is shared with others (e.g., GP, referrer) only with your consent or where required by law (e.g., safeguarding concerns).
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Data Sharing

We do not sell or rent personal information. We only share data with trusted third-party providers as necessary to operate our business securely and efficiently:

- **DreamHost** – Website hosting
- **Cloudflare** – Domain management and website security
- **WordPress / WPForms** – Collection of general enquiries via website contact forms
- **Jotform** – Collection of referral and assessment details
- **SendFox** – Email signup and marketing communications
- **Microsoft Office / Teams** – Video conferencing and email communication
- **Proton Drive** – Encrypted cloud storage for therapy notes and clinical documentation

All third-party providers are bound by data processing agreements and only process your data according to our instructions.

How We Store and Protect Your Personal Information

- Data is stored using **encrypted, secure cloud-based services**
- **Therapy notes are stored in Proton Drive**, which uses end-to-end encryption and complies with UK GDPR

Retention periods:

- **Therapy records:** 7 years after the last session (or until age 25 for clients under 18)
- **Enquiries and mailing list data:** Retained until you withdraw consent or request deletion

When data is no longer required, we securely delete or anonymise it using industry-standard deletion protocols.

Your Data Protection Rights

Under UK data protection law, you have rights including:

- **Access** – Request a copy of your personal data
- **Rectification** – Correct inaccurate or incomplete data
- **Erasure** – Request deletion of your data (in some circumstances)
- **Restriction** – Limit how your data is used
- **Objection** – Object to certain types of processing
- **Data Portability** – Request a portable copy of your data

No fee is required to exercise your rights. We aim to respond within one month.

To exercise your rights, contact **contact@whatworkspychology.co.uk**.

Cookies

We use essential cookies for website functionality and performance. These do not collect personally identifiable data. You can manage or disable cookies through your browser settings.

International Data Transfers

Some third-party providers (e.g., Microsoft, Cloudflare) may transfer data outside the UK. All such transfers are protected by adequate safeguards, such as **Standard Contractual Clauses (SCCs)** or equivalent mechanisms approved by UK data protection authorities.

How to Complain

If you are concerned about how we use your personal information, you can contact us at:

contact@whatworkspscychology.co.uk

If you are not satisfied, you can contact the **Information Commissioner's Office (ICO)**:

Information Commissioner's Office

Wycliffe House, Water Lane

Wilmslow, Cheshire SK9 5AF

 0303 123 1113

 www.ico.org.uk
