

Privacy Notice

This notice applies to all websites and services developed and delivered by Andrea Lawrie

Andrea Lawrie is a Sole Trader based in Scotland and has a registered office at 1 Berryhill Place, Newtonhill, Stonehaven, AB39 3QZ. All significant decisions about data processing and policy implementation will be made using UK GDPR (General Data Protection Regulation). This notice is set out to help you understand the types of data that I collect from you, and/or your business, and how that data is used and managed.

Commitment

Andrea Lawrie is committed to protecting the privacy and security of your personal data. I continually monitor compliance through implementing policies and procedures to safeguard data and by setting regular reviews to manage these policies and procedures.

Data Controller

In accordance with ICO (Information Commissioners Office) requirements of Data Controllers, Andrea Lawrie is registered with the ICO (ZB743876).

About Me

Andrea Lawrie provides comprehensive educational midwifery care that combines clinical expertise with a holistic approach. She integrates complementary therapies and evidence-based practices to empower parents with informed choices. Services are provided in person, locally and in addition she provides online services which have a global geographic reach.

Information Collected

Personal data is information about you and from which you can be identified. Andrea Lawrie will collect and process personal data about you depending on her relationship with you. Most of the personal information processed is provided to her directly by you. Data collection can be through a variety of channels, including by telephone, email, via our website or on site and via third parties such as Eventbrite.

Some or all the categories listed below will be collected.

- Personal
- Professional
- Sensitive
- Special Category

During your pregnancy and postpartum, Andrea Lawrie may collect personal data about you, your partner, birthing partner, and your child, including:

- Your name, address, and contact information.
- Any relevant information you wish to share and pregnancy details such as due date.
- Any relevant information you share about your child's birth.
- Notes from consultations you have with her.

Who Are Our Stakeholders?

Students, Clients, Family Members and Partners/Spouses, Educators, Institutions, Accreditation and Certification Bodies, Health Authorities, Regulators, Partner Organisations Event Sites and Organisers, Learning Plan.

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Using Your Information and Lawful Basis

Andrea Lawrie will only process personal data where a lawful basis has been established for doing so. The lawful basis for processing data will depend on the purpose of the data collected and its processing requirements. Under UK GDPR, there are six available lawful basis, namely: **Consent, Contract, Legal Obligation, Vital Interests, Public Task, and Legitimate Interests.**

To give you the best possible customer experience of who you are we combine data about you. The data privacy law allows this as part of legitimate interest in understanding customers and providing the highest levels of service. Of course, if you wish to change how I use your data, you will find details in the 'Your data protection rights' section below.

I collect, process and store personal data for the following purposes:-

- To carry out obligations arising from any contracts entered into by clients and Me and my suppliers.
- Seek views or comments on the services provided.
- Notification of changes to services.
- To respond, provide support, make assessments and recommendations around products and services available.
- Case study information may be available on my website for marketing purposes.
- To process payments including verification, invoicing, payments & regulatory submissions.
- To send you relevant, personalised email communications about services and products.
- To send you my newsletter if you subscribe to it.
- When you participate in events, promotions, or competitions
- Data analytics to improve my website, products/services, marketing, customer, member & volunteer relationships, and experiences.
- Profiling - to analyse your personal information to create a profile of your interests and preferences so that I can contact you with information relevant to you.
- Customise my website according to your interests and ensure that content is presented in the most effective manner for your computer, tablet, or mobile device.
- To carry out Identity verification checks in order to comply with contractual and legal obligations.
- I may also use your personal information to detect crimes such as fraud.
- Administer purchases, confirm your purchases, and otherwise communicate with you about your purchase.
- Address any claims made against me; for example, I may share details of my accident logs with my insurers in connection with any claim made or likely to be made against me in connection with legal proceedings (i.e., the establishment, exercise, or defence of legal claims)
- To send you survey and feedback requests to help improve my services.
- To enable you to participate in a prize draw, competition or complete a survey.
- Comply with any legal or regulatory obligation.
- To protect my rights, & safety of my clients, contractors, and other third parties

Website

Andrea Lawrie collects personal data from web forms submitted by individuals requesting information in the form of general enquiries or to register for the services provided by Andrea Lawrie. This comprises the name, phone number, email address, mailing address, subject & message of the person making the enquiry.

Social Media

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Andrea Lawrie can be found on social media platforms such as Facebook, Twitter (X), Instagram YouTube, and LinkedIn. Social media is an important part of our awareness effort, so you may be presented with retargeting ads and emails in future following a visit to our website. I may target ads at audiences that I believe match the profile of our target audience and would therefore be interested in our services. I will also regularly tag or mention you where I am carrying out business promotion on your behalf or to raise your professional profile.

These platforms are run by commercial companies and Andrea Lawrie is not the Data Controller or Data Processor of your social media profile. You should contact these social media platforms directly if you have concerns over how your personal data is being used and stored by them.

Education and Therapy Sessions

I collect and process the following information:

This data is solely used to provide you with a safe and effective service, in line with Andrea Lawrie's professional obligations as a registered midwife. This includes:

- Creating and maintaining accurate records
- Sharing any relevant information with other healthcare professionals involved in your care, if necessary
- Reporting to public health authorities if required to by law.

I also run groups on behalf of Haven on occasions. Personal data may be shared as necessary with them to facilitate this service.

Third Parties

My website and information I share around events and involving stakeholders may contain links to other websites run by other organisations. This privacy policy applies only to my website, so I encourage you to read the privacy statements on the other websites you visit. I cannot be responsible for the privacy policies and practices of other sites even if you access them using links from my website. In addition, if you linked to my website from a third-party site, I cannot be responsible for the privacy policies and practices of the owners and operators of that third party site and recommend that you check the policy of that third party site.

Payment Data

I collect payments directly from customers who sign up for services. I also collect payments from organisations who have commissioned us to carry out services. Information collected for these purposes will be personal and financial data such as name, billing address, e-mail address, bank/debit/credit card or account information, sort code and transaction references.

The processing of payment information is governed by the funding portals own Privacy Policy, which you can review on their website. It is important to familiarise yourself with their privacy practices to understand how they will handle your data.

Website Visitor Behaviour Analytic Software

I use software to collect analytic information on how website visitors engage with our website pages and content. I do this to understand how my website visitors use a website in order to provide an efficient user experience along with relevant information. This information is only processed in a way which does not identify individuals.

The Principles

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Whether acting as a data controller or processor I continue to apply the UK GDPR principles to all personal & Sensitive data that is held or processed, and these principles lie at the heart of my approach to processing personal data.

- 1) Processed lawfully, fairly and in a transparent manner in relation to individuals.
- 2) Collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes; further processing for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes shall not be incompatible with the initial purposes.
- 3) Adequate, relevant, and limited to what is necessary in relation to the purposes for which they are processed.
- 4) Accurate and, where necessary, kept up to date; every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased, or rectified without delay.
- 5) Kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed; personal data may be stored for longer periods insofar as the personal data will be processed solely for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes subject to implementation of the appropriate technical and organisational measures required by the UK GDPR in order to safeguard the rights and freedoms of individuals.
- 6) Processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction, or damage, using appropriate technical or organisational measures.

Sharing and Transferring Information

We sometimes use 3rd party suppliers who may support elements of our business such as IT systems, cloud service providers, Event Venues Accountants etc We have contracts and or Data Processing Agreements in place with these suppliers. This means where they have access, they cannot do anything with your personal information unless instructed to do it by us. In the event that there is a requirement to transfer data outside of the UK & EEA, we ensure that appropriate Technical & organisational measures are in place, for example, Standard Contractual Clauses or the UK ITDA.

- They will not share your personal information with any organisation apart from Andrea Lawrie
- They will hold it securely and retain it for the period I instruct them to.
- I provide only the information they need to perform their specific services.
- They may only use your data for the exact purposes I specify in our contract with them.
- If I stop using their services, any of your data held by them will either be deleted or rendered anonymous.
- I will not sell or rent your information to third parties.
- I will not share your information with any third parties for the purposes of direct marketing.
- I will not transfer any personal data out with the UK or European Economic Area or to any third party without your knowledge.
- If a child or vulnerable adult is at risk of harm, I am obliged to inform the relevant authorities and may disclose personal data if required to do so by law, especially in cases involving child protection, safeguarding, or compliance with legal requirements.
- It is a professional requirement that Andrea Lawrie undertake personal or group supervision at least twice yearly in order to monitor and support her work with clients, and also that she maintains continuing professional development requirements. When discussing any case during supervision or in written reflective essays, a client's identity will always remain anonymous.

I may be required to transfer your information to a third party as part of a division/merger/sale of some or all of our business assets as part of any restructuring or reorganisation of the business.

I may also be required to disclose or share your personal data to comply with any legal obligation or to enforce or apply our terms of use or to protect the rights, property or safety of clients, supplier's

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contractors, and customers. However, I will take steps with the aim of ensuring that your privacy rights continue to be protected.

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Children

I do not offer services directly to children through online platforms or applications. However, children's data may be collected and processed as necessary during the course of providing our professional services.

Protecting Your Personal Information

I will continue to look for new ways to protect data. I have effective processes and procedures to be able to detect, investigate, risk assess and record incidents and breaches. However, in the event of a data breach If required to I will notify the ICO (Information Commissioners Office) within 72 hours of becoming aware of the breach as well as take steps to inform any individuals affected. Where I do not yet have all the relevant details, I will notify the ICO, if required, when I expect to have the results of the investigation. I use the ICO guidance framework on managing a security breach to guide me.

Your Data Protection Rights

Under data protection law, you have rights I need to make you aware of. The rights available to you depend on our reason for processing your information.

Your right of access - You have the right to ask me for copies of your personal information. This right always applies. There are some exemptions, which means you may not always receive all the information I process.

Your right to rectification - You have the right to ask me to rectify personal information you think is inaccurate. You also have the right to ask me to complete information you think is incomplete. This right always applies.

Your right to erasure - You have the right to ask me to erase your personal information in certain circumstances.

Your right to restriction of processing - You have the right to ask me to restrict the processing of your personal information in certain circumstances.

Your right to object to processing - You have the the right to object to the processing of your personal information in certain circumstances.

Your right to data portability - This only applies to information you have given me. You have the right to ask that I transfer the information you gave me from one organisation to another or give it to you. The right only applies if I am processing information based on your consent or under, or in talks about entering into a contract and the processing is automated.

You are not required to pay any charge for exercising your rights. If you make a request, I have one month to respond to you.

Communications & Direct Marketing

The Privacy and Electronic Communication Regulations (PECR) sits alongside the Data Protection Act and the UK GDPR and gives individuals specific rights around electronic communication. This means if I send electronic marketing or use cookies or similar technologies, I must comply with both PECR and UK GDPR

Although PECR covers a number of areas which provide public electronic communication network or services, PECR applies to Andrea Lawrie for

- Direct Marketing by phone, email, text, or fax
- Website cookies

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Direct Marketing

You have the right to stop the use of your personal data for direct marketing activity through all channels, or selected channels. I must always comply with your request unless an exemption applies. There are various ways you can stop direct marketing communications from me.

- Click the “unsubscribe” link in any direct marketing email communication that I send you. I will then stop any further direct marketing emails.
- You can also email, call, or write to me to ask me to add you to my suppression list.

Exemptions

If you unsubscribe from our marketing mailing lists, you will still receive service and support communications from us where you are an existing customer, supplier or have a relationship with us that requires us to process your information as part of a contract or where the law requires us to do so.

Website Cookies

Cookies are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. For example, I use cookies to store your country preference. This helps me to improve my website and deliver a better more personalised service. It is possible to switch off cookies by setting your browser preferences. Turning cookies off may result in a loss of functionality when using my website.

I only use essential cookies:

- Strictly essential cookies - These are cookies that are required for the operation of my website. They include, for example, cookies that enable you to log into secure areas of my website, use a shopping cart or make use of e-billing services.

Cookie Name	Description	Duration	Type
SSR-caching	Performance cookie for rendering	Less than a minute	Essential
XSRF-TOKEN	Supports visitor browsing and prevents cross-site request forgery	Session	Essential
hs	Security Cookie for Hive	Session	Essential
svSession	Session cookie for identification	6 months	Essential
bSession	Load balancing to improve user experience	24 hours	Essential
fedops.logger.sessionId	Tracking session errors and issues (resilience)	12 Months	Essential

I do not currently use these types of cookies:

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- Analytical/performance cookies - They allow me to recognise and count the number of visitors and to see how visitors move around my website when they are using it. This helps me to improve the way my website works, for example, by ensuring that users are finding what they are looking for easily.
- Functionality cookies - These are used to recognise you when you return to my website. This enables me to personalise my content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- Targeting cookies - These cookies record your visit to my website, the pages you have visited and the links you have followed. I will use this information to make my website, and the advertising displayed on it more relevant to your interests.

Contact Me

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Regulatory Information

Further information around your rights can be found at <https://ico.org.uk/your-data-matters>

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF