

# PRIVACY POLICY

This privacy policy applies between you, the User of this Website, and Liz Pilling, the owner and provider of this Website. Liz Pilling, of Paramount Nutrition, takes the privacy of your information very seriously. This privacy policy applies to our use of any and all Data collected by us or provided by you in relation to your use of the Website.

Please read this privacy policy carefully.

## Definitions and interpretation

1. In this privacy policy, the following definitions are used:

|                              |  |
|------------------------------|--|
| <b>Data</b>                  | collectively all information that you submit to Liz Pilling via the Website. This definition incorporates, where applicable, the definitions provided in the Data Protection Laws;   |
| <b>Cookies</b>               | a small text file placed on your computer by this Website when you visit certain parts of the Website and/or when you use certain features of the Website. Details of the cookies used by this Website are set out in the clause below ( <b>Cookies</b> );   |
| <b>Data Protection Laws</b>  | any applicable law relating to the processing of personal Data, including but not limited to the GDPR, and any national implementing and supplementary laws, regulations and secondary legislation;  |
| <b>GDPR</b>                  | the UK General Data Protection Regulation;   |
| <b>Liz Pilling, we or us</b> | Liz Pilling of 20 Aqualate Close, Newport, Shropshire, TF107TF;  |
| <b>UK and EU Cookie Law</b>  | the Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended by the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011 & the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2018;                               |
| <b>User or you</b>           | any third party that accesses the Website and is not either (i) employed by Liz Pilling and acting in the course of their employment or (ii) engaged as a consultant or otherwise providing services to Liz Pilling and accessing the Website in connection with the provision of such services; and |
| <b>Website</b>               | the website that you are currently using, <a href="http://www.paramountnutrition.co.uk">www.paramountnutrition.co.uk</a> , and any sub-domains of this site unless expressly excluded by their own terms and conditions.   |

2. In this privacy policy, unless the context requires a different interpretation:

- a. the singular includes the plural and vice versa;
- b. references to sub-clauses, clauses, schedules or appendices are to sub-clauses, clauses, schedules or appendices of this privacy policy;
- c. a reference to a person includes firms, companies, government entities, trusts and partnerships;
- d. "including" is understood to mean "including without limitation";
- e. reference to any statutory provision includes any modification or amendment of it;
- f. the headings and sub-headings do not form part of this privacy policy.

## Scope of this privacy policy

3. This privacy policy applies only to the actions of Liz Pilling and Users with respect to this Website. It does not extend to any websites that can be accessed from this Website including, but not limited to, any links we may provide to social media websites.
4. For purposes of the applicable Data Protection Laws, Liz Pilling is registered with the Information Commissioner's Office (ICO) as the "data controller". This means that Liz Pilling determines the purposes for which, and the manner in which, your Data is processed. A copy of the registration is available through the ICO website (search by business name).

## Data collected

5. We may collect the following Data, which includes personal Data, from you:
  - a. name;
  - b. contact information such as email addresses and telephone numbers;
  - c. health information including medical history, clinic notes, diet and lifestyle plans, test results;
  - d. GP contact details;
  - e. bank details

in each case, in accordance with this privacy policy.

## How we collect Data

6. We collect Data in the following ways:
  - a. data is given to us by you;
  - b. data received for other sources; and
  - c. data is collected automatically.

## Data that is given to us by you

7. Paramount Nutrition will collect your Data in a number of ways, for example:
  - a. when you contact us through the Website, by telephone, post, e-mail or through other means;
  - b. in consultations and assessment sessions;
  - c. when you elect to receive marketing communications from us;

in each case, in accordance with this privacy policy.

## Data received from other sources

8. We may obtain sensitive medical information in the form of test results from biochemical testing companies. We use this information in order to provide you with direct healthcare. This means that the legal basis of our holding your personal data is for legitimate interest.
9. We may obtain sensitive information from other healthcare providers. The provision of this information is subject to you giving us your express consent. If we do not receive this consent from you, we will not be able to coordinate your healthcare with that provided by other providers which means the healthcare provided by us may be less effective.

## Data that is collected automatically

10. To the extent that you access the Website, we will collect your Data automatically, for example:
  - a. we automatically collect some information about your visit to the Website. This information helps us to make improvements to Website content and navigation, and includes your IP address, the date, times and frequency with which you access the Website and the way you use and interact with its content.
  - b. we will collect your Data automatically via cookies, in line with the cookie settings on your browser. For more information about cookies, and how we use them on the Website, see the section below, headed "Cookies".

## Our use of Data

11. Any or all of the above Data may be required by us from time to time in order to provide you with the best possible service and experience. Specifically, Data may be used by us for the following reasons:

- a. direct healthcare;
- b. internal record keeping;
- c. improvement of our products / services;
- d. transmission by email of marketing materials that may be of interest to you;

in each case, in accordance with this privacy policy.

12. We may use your Data for the above purposes if we deem it necessary to do so for our legitimate interests. If you are not satisfied with this, you have the right to object in certain circumstances (see the section headed "Your rights" below).

13. For the delivery of direct marketing to you via e-mail, we'll need your consent, whether via an opt-in or soft-opt-in:

- a. soft opt-in consent is a specific type of consent which applies when you have previously engaged with us (for example, you contact us to ask us for more details about a particular product/service, and we are marketing similar products/services). Under "soft opt-in" consent, we will take your consent as given unless you opt-out.
- b. for other types of e-marketing, we are required to obtain your explicit consent; that is, you need to take positive and affirmative action when consenting by, for example, checking a tick box that we'll provide.
- c. if you are not satisfied with our approach to marketing, you have the right to withdraw consent at any time. To find out how to withdraw your consent, see the section headed "Your rights" below.

14. We will keep information about you confidential. We will only disclose your information with other third parties with your express consent with the exception of the following categories of third parties:

- a. Our registrant body, CNHC and our professional association, BANT, for the processing of a complaint made by you
- b. Any contractors and advisors that provide a service to us or act as our agents on the understanding that they keep the information confidential
- c. Anyone to whom we may transfer our rights and duties under any agreement we have with you
- d. Any legal or crime prevention agencies and/or to satisfy any regulatory request (eg, CNHC) if we have a duty to do so or if the law allows us to do so

15. We may share your information with supplement companies and biochemical testing companies as part of providing you with direct healthcare. We will not include any sensitive information

16. We will seek your express consent before sharing your information with your GP or other healthcare providers. However if we believe that your life is in danger then we may pass your information onto an appropriate authority (such as the police, social services in the case of a child or vulnerable adult, or GP in case of self-harm) using the legal basis of vital interests.

17. We may share your case history in an anonymised form with our peers for the purpose of professional development. This may be at clinical supervision meetings, conferences, online forums, and

through publishing in medical journals, trade magazines or online professional sites. We will seek your explicit consent before processing your data in this way.

## Keeping Data secure

18. We will use technical and organisational measures to safeguard your Data. These include measures to deal with any suspected data breach. If you suspect any misuse or loss or unauthorised access to your Data, please let us know immediately by contacting us via this e-mail address: [liz@paramountnutrition.co.uk](mailto:liz@paramountnutrition.co.uk).
19. If you want detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit [www.getsafeonline.org](http://www.getsafeonline.org). Get Safe Online is supported by HM Government and leading businesses.

## Data retention

20. Following completion of your healthcare we retain your personal data for the period defined by our professional association BANT and registrant body, CNHC. This enables us to process any complaint you may make. In this case the legal basis of our holding your personal data is for contract administration. Even if we delete your Data, it may persist on backup or archival media for legal, tax or regulatory purposes.

## Your rights

21. You have the following rights in relation to your Data:
  - a. **Right to access** - the right to request (i) copies of the information we hold about you at any time, or (ii) that we modify, update or delete such information. If we provide you with access to the information we hold about you, we will not charge you for this, unless your request is "manifestly unfounded or excessive." Where we are legally permitted to do so, we may refuse your request. If we refuse your request, we will tell you the reasons why.
  - b. **Right to correct** - the right to have your Data rectified if it is inaccurate or incomplete.
  - c. **Right to erase** - the right to request that we delete or remove your Data from our systems.
  - d. **Right to restrict our use of your Data** - the right to Ask us to stop processing information about you where we are not required to do so by law or in accordance with the BANT and CNHC guidelines.
  - e. **Right to data portability** - the right to request that we move, copy or transfer your Data.
  - f. **Right to object** - the right to object to our use of your Data including where we use it for our legitimate interests.
22. To make enquiries, exercise any of your rights set out above, or withdraw your consent to the processing of your Data (where consent is our legal basis for processing your Data), please contact us via this e-mail address: [liz@paramountnutrition.co.uk](mailto:liz@paramountnutrition.co.uk).
23. If you are not satisfied with the way a complaint you make in relation to your Data is handled by us, you may be able to refer your complaint to the relevant data protection authority. For the UK, this is the Information Commissioner's Office (ICO). The ICO's contact details can be found on their website at <https://ico.org.uk/>.
24. It is important that the Data we hold about you is accurate and current. Please keep us informed if your Data changes during the period for which we hold it.

## Links to other websites

25. This Website may, from time to time, provide links to other websites. We have no control over such websites and are not responsible for the content of these websites. This privacy policy does not

extend to your use of such websites. You are advised to read the privacy policy or statement of other websites prior to using them.

## Changes of business ownership and control

26. Paramount Nutrition may, from time to time, expand or reduce our business and this may involve the sale and/or the transfer of control of all or part of Paramount Nutrition. Data provided by Users will, where it is relevant to any part of our business so transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this privacy policy, be permitted to use the Data for the purposes for which it was originally supplied to us.
27. We may also disclose Data to a prospective purchaser of our business or any part of it.
28. In the above instances, we will take steps with the aim of ensuring your privacy is protected.

## Cookies

29. This Website may place and access certain Cookies on your computer. Paramount Nutrition uses Cookies to improve your experience of using the Website. Paramount Nutrition has carefully chosen these Cookies and has taken steps to ensure that your privacy is protected and respected at all times.
30. All Cookies used by this Website are used in accordance with current UK and EU Cookie Law.
31. Before the Website places Cookies on your computer, you will be presented with a message bar requesting your consent to set those Cookies. By giving your consent to the placing of Cookies, you are enabling Paramount Nutrition to provide a better experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of the Website may not function fully or as intended.
32. This Website may place the following Cookies:

| Type of Cookie             | Purpose   |
|----------------------------|---|
| Strictly necessary cookies | These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.  |
| Functionality cookies      | These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region). By using the Website, you agree to our placement of functionality cookie. |

For more information please visit [www.paramountnutrition.co.uk/cookie-policy](http://www.paramountnutrition.co.uk/cookie-policy)

33. You can choose to enable or disable Cookies in your internet browser. By default, most internet browsers accept Cookies but this can be changed. For further details, please see the help menu in your internet browser. You can switch off Cookies at any time, however, you may lose any information that enables you to access the Website more quickly and efficiently.
34. You can choose to delete Cookies at any time; however, you may lose any information that enables you to access the Website more quickly and efficiently including, but not limited to, personalisation settings.
35. It is recommended that you ensure that your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your internet browser if you are unsure about adjusting your privacy settings.
36. For more information generally on cookies, including how to disable them, please refer to [aboutcookies.org](http://aboutcookies.org). You will also find details on how to delete cookies from your computer.

## General

34. You may not transfer any of your rights under this privacy policy to any other person. We may transfer our rights under this privacy policy where we reasonably believe your rights will not be affected.
35. If any court or competent authority finds that any provision of this privacy policy (or part of any provision) is invalid, illegal or unenforceable, that provision or part-provision will, to the extent required, be deemed to be deleted, and the validity and enforceability of the other provisions of this privacy policy will not be affected.
36. Unless otherwise agreed, no delay, act or omission by a party in exercising any right or remedy will be deemed a waiver of that, or any other, right or remedy.
37. This Agreement will be governed by and interpreted according to the law of England and Wales. All disputes arising under the Agreement will be subject to the exclusive jurisdiction of the English and Welsh courts.

## Changes to this privacy policy

38. Paramount Nutrition reserves the right to change this privacy policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Website and you are deemed to have accepted the terms of the privacy policy on your first use of the Website following the alterations. You may contact Liz Pilling by email at [liz@paramountnutrition.co.uk](mailto:liz@paramountnutrition.co.uk).

## Attribution

39. This privacy policy was created using a document from [Rocket Lawyer](https://www.rocketlawyer.com/gb/en) (<https://www.rocketlawyer.com/gb/en>).

This privacy policy was created on **20 July 2023**.