



Myofunctional Therapy UK

Supporting Orofacial and Airway Health

PRIVACY POLICY

1. HOW WE COLLECT YOUR DATA

We collect data in the following ways:

- Direct interactions: When you fill out forms, subscribe to services, or communicate with us.
- Automated technologies: When you interact with our website, cookies, and analytics tools.
- Third-party sources: When permitted by law, we may obtain data from service providers and partners.

2. HOW WE USE YOUR DATA

We process personal data for the following purposes:

- To provide, manage, and improve our services.
- To process payments and maintain transaction records.
- To communicate with you regarding inquiries, bookings, or service updates.
- To send marketing communications (where consent has been given).
- To comply with legal and regulatory obligations.
- To improve website security and prevent fraudulent activities.

3. LEGAL BASES FOR PROCESSING DATA

We rely on the following legal bases:

- Consent: When you explicitly consent to data processing.
- Contractual necessity: When processing is required to provide services.
- Legal obligations: To comply with UK laws and regulations.
- Legitimate interests: To improve our services and user experience, where such interests are not overridden by your rights.

4. DATA SHARING & THIRD PARTIES

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

- Service providers processing data on our behalf (e.g., payment processors, IT support).
- Legal and regulatory authorities if required by law.
- Marketing and analytics providers, subject to consent.



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5. DATA RETENTION

We retain personal data only as long as necessary for its intended purpose, legal requirements, or legitimate business needs. When data is no longer required, we securely delete or anonymize it.

6. DATA SECURITY

We implement industry-standard security measures to protect your personal data from unauthorized access, loss, or misuse. However, no online data transmission is completely secure, and we encourage you to take precautions when sharing information online.

7. YOUR RIGHTS

You have the following rights under UK GDPR:

- Right to Access: Request a copy of the personal data we hold about you.
- Right to Rectification: Request corrections to inaccurate data.
- Right to Erasure: Request deletion of your data in certain circumstances.
- Right to Restriction: Limit how we process your data.
- Right to Data Portability: Request transfer of your data to another provider.
- Right to Object: Object to processing based on legitimate interests or direct marketing.
- Right to Withdraw Consent: If we process data based on your consent, you may withdraw it at any time.

To exercise these rights, contact us at [Contact Email].

8. COOKIES & TRACKING TECHNOLOGIES

Our website uses cookies to enhance your experience. For details on how we use cookies, refer to our Cookies Policy.

9. INTERNATIONAL DATA TRANSFERS

We store and process your data within the UK and the EEA. If data is transferred outside these areas, we ensure appropriate safeguards are in place, such as Standard Contractual Clauses (SCCs).



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10. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time. Any changes will be posted on this page, and where appropriate, notified to you via email.

11. CONTACT INFORMATION

If you have any questions or concerns about this Privacy Policy or how we handle your data, please contact us at:

Myofunctional Therapy UK Ltd

71-75 Shelton Street, London, Covent Garden, England, WC2H 9JQ

info@myofunctionaltherapy.co.uk

07956209499

For complaints, you may also contact the UK Information Commissioner's Office (ICO) at www.ico.org.uk.

8th February 2025

