Privacy Notice & Cookie Policy

Refine Balance

Last updated: 19 November 2026

1. Introduction

At Refine Balance, your privacy and the confidentiality of your personal information are important to us.

This Privacy Notice explains how we collect, use, store and protect your personal information when you visit our website, contact us, make a booking or take part in one of our hypnotherapy, breathwork or wellbeing sessions.

It applies to information collected through our website, online booking system, email, telephone, WhatsApp, FaceTime and other communications with Refine Balance.

We handle personal information in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 (as amended) and the Privacy and Electronic Communications Regulations (PECR).

2. Who we are

Refine Balance is responsible for deciding how and why your personal information is used. Under data protection law, this means we are the data controller.

Business name: Refine Balance
Website: www.refinebalance.co.uk
Contact email: siobhan@refinebalance.co.uk

If you have any questions about this notice or how your information is handled, please contact us using the details above.

3. What personal information we collect

Depending on how you interact with Refine Balance, we may collect the following information:

Personal and contact information

- Name and contact details, including email address and telephone number.
- Information you provide when making an enquiry or booking an appointment.
- Communication preferences.

Booking and payment information

- Appointment and event bookings.
- Details of sessions attended and relevant appointment history.
- Payment records, including transaction details and information required for accounting purposes.

Health and wellbeing information

When you enquire about or receive hypnotherapy or other wellbeing sessions, we may collect information relating to:

- Your physical and mental health.
- Relevant medical history and medication.
- Emotional wellbeing and personal circumstances.
- The reasons you are seeking support.
- Information discussed during consultations and sessions.
- Relevant progress notes and information needed to support your sessions safely and appropriately.

Health information is classed as special category personal data under UK GDPR and receives additional protection.

Website and technical information

When you visit our website, we may collect technical information such as:

- IP address and device information.
- Browser type and operating system.
- Pages visited and how you navigate the website.
- General website usage and analytics information.
- Information about how you arrived at our website.

4. How we collect your information

We may collect personal information when you:

- Complete a contact or enquiry form.
- Request an initial consultation.
- Make an appointment or event booking through our website.
- Complete a consultation form or health questionnaire.
- Attend an individual or group session.
- Contact us by email, telephone, WhatsApp or FaceTime.
- Make a payment.
- Subscribe to receive updates or marketing communications.
- Browse our website, subject to your cookie preferences.

We only aim to collect information that is relevant and necessary for the purposes explained in this notice.

5. How and why we use your information

We use your personal information for the following purposes:

- To respond to enquiries and arrange initial consultations.
- To manage appointments, bookings and event registrations.
- To provide hypnotherapy, breathwork and wellbeing sessions.
- To understand relevant health information and consider your suitability for sessions.
- To maintain appropriate consultation records and session notes.
- To communicate with you about appointments, changes or follow-up arrangements.
- To process payments and maintain financial records.
- To manage and improve our website.
- To meet legal, insurance and professional obligations.
- To send occasional updates or marketing communications where you have chosen to receive them.

We do not sell your personal information or use confidential client information for unrelated marketing purposes.

6. Our lawful basis for processing information

UK GDPR requires us to have a lawful basis for collecting and using personal information.

Depending on the circumstances, we rely on the following:

Contractual necessity

Where processing is necessary to respond to a request from you, arrange a booking or provide an agreed session or service.

Consent

Where you have given permission for a specific purpose, such as receiving marketing communications or allowing the use of certain non-essential cookies.

Legitimate interests

Where processing is necessary for our legitimate business interests, such as responding to general enquiries, maintaining website security and managing our business, provided these interests do not override your rights and freedoms.

Legal obligations

Where we need to process or retain information to comply with applicable legal requirements, including financial and accounting obligations.

Health and special category information

To provide hypnotherapy and wellbeing sessions appropriately, we may need to process information about your physical or mental health.

Where we rely on consent for this information, our lawful basis is Article 6(1)(a) of UK GDPR, together with the special category condition under Article 9(2)(a), explicit consent.

We obtain your consent to collect and use relevant health and wellbeing information for the purposes of providing your sessions.

This consent is separate from consent to receive marketing communications.

You may withdraw your consent at any time. However, this may affect our ability to continue providing sessions where the information is necessary to do so. Withdrawal does not affect processing that has already taken place lawfully.

7. Confidentiality and sharing your information

We treat client information as confidential.

We do not sell, rent or trade your personal information.

We may share relevant information with trusted third-party providers where necessary to operate our website, manage bookings, process payments or communicate with you.

These may include:

- **Wix:** Our website hosting, online booking and payment facilities.
- **Google:** Website analytics through Google Analytics.
- **WhatsApp:** Where you choose to communicate with us through WhatsApp.
- **Apple:** Where you choose to communicate with us through FaceTime.
- **Email providers:** For sending and receiving correspondence.
- **Payment providers and banks:** To process payments and maintain transaction records.

These providers may process personal information on our behalf or as independent controllers, depending on the service they provide.

We only share information where necessary and expect relevant providers to handle information in accordance with applicable data protection requirements.

We may also disclose information where required by law, where necessary to establish or defend legal claims, or where there is a serious and appropriate safeguarding or safety concern.

Confidentiality and safeguarding

Information shared during hypnotherapy and wellbeing sessions is treated as confidential.

There may be exceptional circumstances where confidentiality needs to be limited, for example where disclosure is required by law or where there is a serious concern about someone's safety or the safety of another person.

Where appropriate and lawful, we will discuss this with you before information is shared.

8. How we store and protect your information

We take reasonable technical and organisational measures to protect personal information against loss, misuse, unauthorised access or disclosure.

Client information and session records are stored on a password-protected computer, with access restricted to authorised use.

Information held by third-party providers is subject to their respective security arrangements and privacy policies.

Although we take reasonable steps to protect your information, no method of electronic storage or internet transmission can be guaranteed to be completely secure.

We encourage you to take care when sharing sensitive information through email or messaging platforms.

9. How long we retain your information

We only retain personal information for as long as it is necessary for the purposes for which it was collected.

Client consultation forms, health information and session notes are retained in accordance with applicable legal obligations, relevant professional guidance, insurance requirements and the need to maintain appropriate records.

Financial and payment records are retained for the periods required by applicable tax and accounting legislation.

Enquiry information, booking details and marketing preferences are retained only for as long as necessary for their respective purposes.

We periodically review the information we hold and securely delete or anonymise information when it is no longer required, unless there is a legitimate legal reason to retain it for longer.

10. Your data protection rights

Under UK GDPR, you have various rights in relation to your personal information.

These include the right to:

- **Access:** Request a copy of the personal information we hold about you.
- **Rectification:** Ask us to correct inaccurate or incomplete information.
- **Erasure:** Request that your personal information is deleted in certain circumstances.
- **Restriction:** Ask us to restrict how we use your information in certain circumstances.
- **Object:** Object to certain types of processing, including processing based on legitimate interests.
- **Data portability:** Request certain personal information in a commonly used electronic format where the right applies.
- **Withdraw consent:** Withdraw consent where we rely on consent as our lawful basis.

These rights are subject to certain conditions and exemptions. For example, we may need to retain certain information to meet legal obligations or establish or defend legal claims.

To exercise any of these rights, please contact us using the details in Section 2.

We will respond to requests within the applicable statutory timeframe, normally one month.

You also have the right to raise a complaint with the Information Commissioner's Office (ICO) if you are concerned about how your personal information has been handled.

Website: https://ico.org.uk
Telephone: 0303 123 1113

11. Marketing communications

We will only send you marketing communications where you have chosen to receive them or where we are otherwise legally permitted to do so.

You can withdraw your consent or unsubscribe from marketing communications at any time.

Your decision not to receive marketing communications will not affect your ability to enquire about or receive sessions from Refine Balance.

We may still contact you about existing bookings, appointments, payments or other matters relating to services you have requested.

12. International data transfers

Some of the third-party providers we use may store or process information outside the United Kingdom.

Where personal information is transferred internationally, we will take appropriate steps to ensure that it receives protection in accordance with applicable UK data protection legislation.

This may include using UK adequacy regulations or appropriate safeguards, such as the UK International Data Transfer Agreement or the UK Addendum to the EU Standard Contractual Clauses, where applicable.

13. Third-party websites

Our website may contain links to external websites, social media platforms or other third-party resources.

We are not responsible for the privacy practices, content or security of external websites.

If you visit another website through a link on our site, we recommend reviewing its privacy notice before providing personal information.

14. Changes to this Privacy Notice

We may update this Privacy Notice from time to time to reflect changes to our business, website, services or legal obligations.

Any updates will be published on this page, together with the date of the latest revision.

Cookie Policy

15. What are cookies?

Cookies are small text files placed on your device when you visit a website.

They help websites function properly, remember preferences and collect information about how visitors use the site.

Our website is hosted through Wix and may use cookies and similar technologies provided by Wix and other third-party services.

16. What cookies do we use?

We may use the following categories of cookies:

Strictly necessary cookies

These are required for the website to operate properly, including essential website functionality, security and booking features.

They do not require consent where they meet the applicable legal exemption.

Analytics cookies

We use Google Analytics to understand how visitors use our website and to help us improve its content and functionality.

Analytics information may include pages visited, time spent on the website, device information and general browsing behaviour.

These cookies are non-essential and will only be used where the required consent has been obtained.

Functional cookies

These may be used to remember preferences and improve the website experience where applicable.

Where these are not strictly necessary, they will only be used with your consent.

17. Managing your cookie preferences

When you first visit our website, you should be given the opportunity to accept or reject non-essential cookies.

You can also manage your preferences through the website's cookie settings, where available.

You can withdraw or change your consent at any time.

You may also manage cookies through your browser settings. However, blocking certain cookies may affect how parts of the website function.

18. Google Analytics

We use Google Analytics to collect statistical information about how visitors interact with our website.

This helps us understand which pages are useful, how visitors find our website and where improvements may be needed.

Google may process information through its own systems and in accordance with its privacy and data protection arrangements.

You can find further information here:

https://policies.google.com/privacy

Analytics cookies will only be activated in accordance with your cookie preferences and applicable consent requirements.

19. Further information

For further information about cookies and your rights under UK data protection legislation, you can visit:

Information Commissioner's Office: https://ico.org.uk

Refine Balance

www.refinebalance.co.uk

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