

Privacy Policy

Miracle Birth ("we", "us", or "our") understands that your privacy matters and that you care about how your personal data is used. We respect and value the privacy of everyone who visits www.miraclebirth.co.uk (the "Website"), and we will only collect and use personal data in ways that are described here, and in a manner that is consistent with your rights and our obligations under the law.

Important note: This policy provides general information. It does not constitute legal advice. If you have specific questions about compliance, please seek independent legal advice.

Last updated: 7 October 2025

1. Definitions & Interpretation

In this Policy:

- **"Account"** means an account required to access and/or use certain areas or features of our Website.
 - **"Cookie"** means a small text file placed on your device when you visit certain parts of our Website and/or use certain features. Details of the Cookies we use are set out in Section 12 below.
 - **"UK GDPR"** means the United Kingdom General Data Protection Regulation, as incorporated into UK law by the Data Protection Act 2018.
 - **"PECR"** means the Privacy and Electronic Communications Regulations 2003.
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2. Who We Are (Data Controller)

- **Business name:** Miracle Birth
- **Email:** leti@letiziatufari.co.uk
- **Telephone:** 07973 282688

If you have any questions about this Policy or our use of your personal data, please contact us using the details above.

3. What This Policy Covers

This Privacy Policy applies only to your use of our Website and to the services we provide directly. Our Website may contain links to other websites. We have no control over how your data is collected, stored, or used by other websites and we recommend that you check the privacy policies of any such websites before providing any personal data.

4. What Is Personal Data?

Personal data is any information relating to an identified or identifiable individual. The personal data we may collect, use, store, and transfer includes (but is not limited to):

- Identity and contact data: name, email address, telephone number, postal address.
 - Booking and service data: dates/times of appointments, services requested, communications and notes necessary to deliver our services.
 - Sensitive information you choose to share: details relating to pregnancy, maternity, birth preferences, postnatal information, or family circumstances that you provide so that we can support you appropriately. We will handle this information with additional care and, where required, seek your explicit consent.
 - Transaction data: payments made for our services (processed securely by third-party payment providers). **We do not store full card details.**
 - Technical and usage data: IP address, browser type and version, time zone setting, device type, operating system, pages viewed, and how you use our Website (via Cookies and similar technologies—see Section 12).
 - Marketing and communications data: your preferences in receiving marketing from us.
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5. How We Collect Personal Data

We may collect personal data when you:

- Complete forms on our Website (e.g., contact, enquiry, booking forms).
 - Communicate with us by email, phone, messaging platforms, or social media.
 - Purchase services via our Website or invoicing system.
 - Subscribe to updates or marketing communications.
 - Interact with our Website (through Cookies and similar technologies).
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6. Lawful Bases for Processing

We will only use your personal data when the law allows us to. Our lawful bases may include:

- **Performance of a contract:** to manage bookings and provide our services to you.
- **Consent:** where you have explicitly agreed (e.g., to process special category health data, or to receive marketing). You can withdraw consent at any time.
- **Legitimate interests:** to operate, improve, and secure our Website and services, and to communicate with you where it is reasonable and proportionate to do so and does not override your rights.
- **Legal obligation:** to comply with applicable laws and regulatory requirements (e.g., tax or accounting obligations).

Where we process **special category data** (e.g., information related to health), we will rely on your **explicit consent** or another applicable condition under UK GDPR.

7. How We Use Your Personal Data

We may use your personal data to:

- Process enquiries, manage bookings, and deliver our services.
- Communicate with you about appointments, resources, updates, or changes to services.
- Personalise support based on the information you provide.
- Administer our business, including accounting and record-keeping.
- Send you marketing communications if you have opted in (you can opt out at any time).
- Maintain the security and performance of our Website.

We do **not** use your personal data for automated decision-making or profiling that has legal or similarly significant effects on you.

8. Sharing Your Personal Data

We do not sell your personal data. We may share your data with trusted third parties (“processors”) to help us deliver our services, such as:

- Website hosting and maintenance providers.
- Payment processors and invoicing platforms.
- Email and communications platforms.
- Scheduling/booking tools.

Where we use processors, we ensure appropriate contracts and safeguards are in place. We may also share data where required by law, to protect rights, or in connection with business transfers or restructuring.

International transfers: If your personal data is transferred outside the UK, we will ensure a similar degree of protection is afforded to it by using appropriate safeguards (e.g., UK-approved standard contractual clauses).

9. Data Security

We have put in place appropriate technical and organisational measures to prevent personal data from being accidentally lost, used or accessed in an unauthorised way, altered, or disclosed. Access to your data is limited to those who have a business need to know. We have procedures to deal with any suspected personal data breach and will notify you and the ICO where we are legally required to do so.

10. Data Retention – How Long We Keep Your Personal Data

We will retain personal data only for as long as necessary to fulfil the purposes we collected it for, including for satisfying legal, accounting, or reporting requirements. Broadly:

- **Client records (non-health):** typically up to **7 years** after the end of our relationship (to meet tax and accounting obligations).

- **Special category health-related notes you provide to us:** retained only as long as needed to support you and in line with professional guidance; ordinarily no longer than **7 years** unless a longer period is required by law or agreed with you.
- **Marketing data:** retained until you opt out or your consent is withdrawn, then suppressed from further marketing.

When data is no longer required, we will securely delete or anonymise it.

11. Your Rights

Under UK data protection law, you have the right to:

- **Be informed** about how we use your personal data (this Policy).
- **Access** the personal data we hold about you.
- **Rectify** inaccurate or incomplete personal data.
- **Erase** your personal data (in certain circumstances).
- **Restrict** processing of your personal data (in certain circumstances).
- **Object** to processing based on legitimate interests and to direct marketing.
- **Data portability** where applicable.
- **Withdraw consent** at any time where processing is based on consent.

To exercise any of these rights, please contact us using the details in Section 2. You also have the right to lodge a complaint with the **Information Commissioner's Office (ICO)** at www.ico.org.uk if you are unhappy with how we have handled your data.

12. Cookies and Similar Technologies

Our Website uses Cookies to distinguish you from other users and to improve your experience. We will request your consent for non-essential Cookies when you first visit our Website. You can manage your preferences at any time via our Cookie banner or your browser settings. Disabling certain Cookies may affect Website functionality.

Types of Cookies we may use include:

- **Strictly necessary Cookies** (essential for core Website functions).
- **Performance/analytics Cookies** (to help us understand how the Website is used).
- **Functionality Cookies** (to remember your preferences).
- **Marketing Cookies** (set by us or third parties with your consent).

For more information about our current Cookies, please see our **Cookie Notice** (if provided) or contact us.

13. Children

Our services are intended for adults and for parents/guardians seeking maternity and postnatal support. If you believe that a child has provided us with personal data without appropriate consent, please contact us so that we can take appropriate action.

14. Changes to This Policy

We may update this Privacy Policy from time to time, for example if the law changes or our practices evolve. Any changes will be posted on this page with a new "Last updated" date. Your continued use of the Website after changes are posted indicates your acceptance of the revised Policy.

15. How to Contact Us

If you have questions about this Policy, our data practices, or wish to exercise your rights, please contact:

- **Email:** leti@letiziatufari.co.uk
- **Telephone:** 07973 282688

We will respond within one month of receiving your request (or up to three months if the request is complex, in which case we will inform you).