Welcome to The Charmed Path.

This Privacy Notice describes how personal information is collected, used and stored through use of the holistic services and through use of our website. We refer to websites and web-based resources as the “Services”

**Notice to Clients**

Your clinic or practitioner manages your patient information, including contact details, billing, and records. If you use the Website for booking, The Charmed Path and Wix.com controls your credentials. Contact your clinic or practitioner for questions about your patient information

**Why The Charmed Path Collects Personal Information**

The Charmed Path collects personal information to provide Services to users of the website, manage bookings and payments, improve Services, and inform you about features and promotions. We only collect what is necessary and do not sell or trade personal information. Your data is shared with limited third parties only as described in this Privacy Notice.

**Information The Charmed Path Collects from You**

Contact Information: We collect your contact information, such as your name, email address, and organization, when you fill out our online forms or set up your user account for our Services. This information is used to activate your user account, provide access to the Services, and send you notices about your user account. Your contact information may also be used for marketing purposes, including promotional emails, direct mail, and sales contacts. You can opt-out of marketing communications at any time by contacting us at info@thecharmedpath.co.uk.

Patient Authentication Information: We collect your authentication credentials (user ID or email and password) (“Patient Authentication Information”) when you create an account to link, book, and obtain services from one or more Subscriber clinics as a Patient. We manage the authentication process to allow you to use the same authentication credentials for different Subscriber clinics with which you have accounts.

Billing Information: When a Subscriber subscribes to our Services, we request credit card information to process payments. We do not retain your credit card information. Credit card information is provided directly to our PCI-compliant payment processor either SumUP or Wix. We receive a ‘token’ from the payment processor that replaces sensitive information and serves as a non-sensitive identifier, which can be used by the payment processor to reference your credit card information for future payment processing.

Log and Device Information. We collect data on your internet or mobile connection, browser, and device type when you use our Services. This helps us optimize our Services for different connections, browsers, and devices. We do not use this information for individual marketing or promotions.

Cookies and Tracking Information. Our website uses cookies, small data files downloaded to your device. You can manage cookies through your browser settings by displaying a warning. Essential cookies are required for some parts of the Services. We also use web beacons to see if you've viewed a web page or email.

We use cookies and web beacons for the following purposes:

* To understand how our websites are used, including user traffic patterns and the effectiveness of our navigational structure.
* To track email open rates to assess the success of certain communications or marketing campaigns directed at clinics.
* To enable users to log in to secure areas of our services.
* To store login credentials for convenient access to our services.

If you log into our services using Google, Facebook etc we receive your name and email address to fill out our forms. These features might set a cookie, and your interactions with them are subject to the privacy policies of those third parties.

**Legal Basis (GDPR EU/UK)**

Under the General Data Protection Regulation (GDPR), we collect and use your personal information based on the following legal bases:

* Your consent
* The performance of the contract with you as a user or Subscriber
* Our legitimate interests, which are not overridden by your privacy rights. These include operating our business, improving our Services, direct marketing, communication about our Services, enhancing our websites, and protecting our legal rights.

You can withdraw your consent at any time. If we are using your information for our legitimate interests, you have the right to object.

If you are a Patient of one of our Subscriber, please contact The Charmed Path if you have any questions about the legal basis for collecting and using your personal information other than your information, about which you can contact us.

**Client Data**

Client Data is collected when you visit a practitioner and will be kept confidential in a locked area for up to 7 years. This information is only accessible to the practitioners in The Charmed Path, In the event of fatality these documents will be destroyed.

**Sharing Your Information**

We do not sell or distribute personal information to third parties for their own marketing. We only share collected personal information under these circumstances:

* Payment processors
* Under the requirement of law were necessary

A list of the sub-processors we use for processing of payment can be found here. [Sum Up](https://www.sumup.com/en-gb/consumer/legal/privacy/?msclkid=f185c620b19d11657318a1baa201b0f5&prc=GBSPJAN25-s-GBSPJAN25-s-GBSPJAN25-s-GBSPJAN25&share_source=bing&share_campaign=Bing-Search_GB_Brand_Prospecting_Self-serve_CR&utm_source=bing&utm_campaign=Bing-Search_GB_Brand_Prospecting_Self-serve_CR&utm_medium=cpc&utm_content=391019869_1196269183355702_74766948397065) and [Wix.com](https://www.wix.com/about/privacy)

We will not share Patient Data in these circumstances.

Compliance with Laws. We may disclose personal information to governmental or judicial authorities, or other third parties, as required by law, to protect our interests, enforce security requirements, or respond to emergencies in good faith. We review requests to ensure they comply with the law and may narrow broad requests to minimize their scope. When permissible, we will inform you about the disclosure, including what information was shared and why. We will not disclose Patient Data unless legally required.

**Security**

We use all options open to us to protect your information. Access to personal information is restricted to The Charmed Path only. We safeguard your personal data.

**Your Rights**

Withdrawing Consent. Where we have relied on your consent to use your personal information, you have the right to withdraw that consent at any time by contacting us as info@thecharmedpath.co.uk

Access. You have the right to request a record of the personal information that we have collected about you. There maybe a charge for this, please email us on info@thecharmedpath.co.uk

Restriction and Objection. In certain limited circumstances, individuals in the UK may request that we restrict our use of their personal information and, where we rely on legitimate interests as the legal basis for using your personal information, you have the right to object to such use. In these cases, we can be required to no longer use your personal information; however, this may mean that certain components of our Services cannot be made available to you. If you wish to exercise your right to restrict or object, please email us on info@thecharmedpath.co.uk

**Contact Us**

If you have any questions or concerns about our Privacy Notice and our privacy practices, please contact us at: info@thecharmedpath.co.uk