

Privacy Policy



Privacy Policy – The Runa Midwife

At The Runa Midwife, your privacy is of utmost importance. This Privacy Policy explains how we collect, use, and protect your personal information in accordance with the UK General Data Protection Regulation (UK GDPR)

1. Information We Collect

We may collect and securely store the following personal and health-related information:

Full name, date of birth, address, and contact details

Medical history and current health status

Pregnancy and maternity-related records

Emergency contact information

Notes and observations from consultations or treatments

2. Purpose of Data Collection

We collect this information to:

Provide safe, effective, and personalised midwifery and complementary therapy services

Fulfil our legal, regulatory, and professional obligations

Communicate with you regarding appointments, care, or follow-up

Maintain accurate and up-to-date clinical records

3. Data Storage

Your information is stored electronically on a secure, encrypted, password-protected system. Access is strictly limited to The Runa Midwife (Liz) only.

4. Data Retention

Client records are retained for 25 years from the date of your last treatment, or as required by law and professional guidelines.

5. Sharing Your Information

We will never share your personal data with third parties unless:

You provide explicit written consent

It is required by law or in the event of a medical emergency

It is necessary to coordinate care with other healthcare professionals, and only with your knowledge and involvement



6. Your Rights Under GDPR

You have the right to:

Access and receive a copy of your personal data

Request corrections to inaccurate or incomplete information

Request deletion of your data (unless retention is required for legal or medical reasons)

Withdraw consent for non-essential data processing at any time

7. Contact Form

When you submit a message through our website's contact form, we collect the personal information you provide—such as your name, email address, and any details included in your message. This data is used solely to respond to your enquiry and provide relevant support or information. We do not use this information for marketing purposes unless you explicitly consent. Your data is stored securely and is not shared with third parties unless legally required or with your permission.

8. Cookies

Our website uses standard HTTP cookies to improve your browsing experience and ensure the site functions properly. Cookies are small text files stored on your device that help us remember your preferences, understand how visitors use the site, and maintain security.

Types of Cookies We May Use:

Essential cookies – Required for the website to operate (e.g. remembering session data or form inputs)

Analytics cookies – Help us understand how visitors interact with the site so we can improve content and usability

Functionality cookies – Remember choices you make (such as language or region) to personalise your experience

We do not use cookies for advertising or tracking across other websites. You can manage or disable cookies through your browser settings at any time. Please note that disabling certain cookies may affect how the website functions.

9. Embedded Content (e.g. Google Maps)

Our website includes embedded content from third-party providers, such as Google Maps, to help you locate our clinic. These services may use cookies and collect data about your interaction with the embedded content—even if you don't actively engage with it.

Google Maps may set cookies to:

Remember your preferences (e.g. zoom level, location)

Improve functionality and user experience

Track usage statistics (depending on your browser settings)

For more information, please refer to Google's Cookie Policy and Privacy Policy

Acknowledgement of Privacy Policy



Privacy & Consent to Treatment

By signing below, you confirm that you understand and agree to the following:

Collection of Personal & Health Information

- I consent to The Runa Midwife collecting and securely storing my personal and sensitive health information for the purpose of providing safe and appropriate midwifery and complementary therapy care.

Use of Data

- I understand that my information will be used solely for:
- Assessing and delivering care or treatment
- Contacting me regarding appointments or clinical follow-up
- Meeting legal, regulatory, and professional obligations

Confidentiality & Data Security

- All personal and health information will be treated as confidential and stored securely in accordance with UK GDPR and relevant professional standards. Access is restricted to authorised personnel only.

Retention of Records

- I understand that my records will be retained for a minimum of 25 years, in line with medical recordkeeping guidelines and legal requirements.

Your Rights

I acknowledge that I have the right to:

- Access or request a copy of my personal data
- Request correction of inaccurate or incomplete information
- Withdraw consent for non-essential data processing (where applicable)
- Request deletion of data (unless retention is legally required)

Privacy Policy Access

I confirm that I have been made aware of the full Privacy Policy, which outlines how my data is collected, stored, and used. I have had the opportunity to ask questions and seek clarification.

Client Name: _____ Signature: _____

Date: _____