

Talk In the Bay Privacy Policy

Talk In the Bay is a Limited Company registered with Companies House. You can find further information regarding Talk In the Bay at www.companieshouse.gov.uk. Registration No: 10096112

1. Our Commitment to Data Protection

We are committed to protecting your personal data and privacy. We will always ensure that your personal data is collected and processed lawfully, fairly, and transparently, in accordance with your rights under the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

We will only process your personal data where we have a valid legal basis to do so, such as with your explicit consent, to fulfill a contract, to comply with a legal obligation, or where we have a legitimate interest that is not overridden by your rights and freedoms.

2. The Information We Collect About You

We will create and hold information with your personal data internally, for example:

- When we assign you to one of our associates who in turn comply with UK GDPR.
- When you request a newsletter.
- When you consent to be part of future research.

The personal data we hold about you may include:

- Your name, address, contact details, and next of kin.
- Your history, assessment, and current mental/emotional health status (This is considered "special category data" and is subject to enhanced protections).
- Details about any correspondence we have had with you.
- Details of the service and therapeutic treatment you have had in a session.

We may also receive personal data about you from external sources to deliver our services. This could include, but is not limited to:

- Information from an employer or Health Insurer.
- Information from search engine providers or analytics providers.
- When you are named in our client form as a dependant requiring our services.
- When we obtain medical reports.
- When we liaise with your family, employer, health professional, or other treatment/benefit provider.

In all such instances, we will endeavor to inform you that we are doing this and, where required by law, seek your specific permission.

3. Providing Information About Someone Else

When providing us with personal data about a family member or another person, you must confirm that you have the authority to act on their behalf. You will also need to inform them about the way in which we will process their personal data, in line with the information provided in this policy.

4. Data Protection and the Use of AI

We may use Artificial Intelligence (AI) to enhance our services, but we will always do so in a manner that respects your data protection rights. Our use of AI will be guided by the following principles:

- **Lawfulness, Fairness, and Transparency:** We will be open and honest about how we use AI and what personal data it processes.
- **Purpose Limitation:** We will only use AI for specified, explicit, and legitimate purposes.
- **Data Minimisation:** We will only use the personal data that is strictly necessary for the AI to function.
- **Accuracy:** We will take steps to ensure that the data processed by our AI systems is accurate and up to date.
- **Accountability:** We will maintain clear governance and oversight of our AI systems and be able to demonstrate our compliance with data protection laws.

Automated Decision-Making and Profiling: We will not make decisions about you that are based solely on automated processing (including profiling) that produce legal or similarly significant effects concerning you, unless we have a specific legal basis to do so and have implemented suitable safeguards. This gives you the right to obtain human intervention, to express your point of view, and to contest the decision.

5. Your Rights as a Data Subject

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

- **Access:** Request a copy of the personal data we hold about you.
- **Rectification:** Have inaccurate or incomplete data corrected.
- **Erasure:** Request that your data be deleted in certain circumstances.
- **Restriction:** Ask us to stop processing your data under certain conditions.
- **Portability:** Receive your personal data in a structured, commonly used, and machine-readable format.
- **Object:** Object to the processing of your personal data in certain situations, including for direct marketing.
- **Rights related to Automated Decision-Making:** Object to being subject to a decision based solely on automated processing.

6. Data Retention

We will not keep your personal data for longer than is necessary for the purposes for which it was collected. We will have a clear retention schedule and will securely delete your data when it is no longer required.

7. Data Security

We are committed to ensuring the security of your personal data. We will implement appropriate technical and organizational measures to protect your data from unauthorized or unlawful processing, accidental loss, destruction, or damage.

8. Contact and Complaints

If you have any questions or concerns about this policy or the way we handle your personal data, please contact: Mandy Walsh (mandy@talkinthebay.com) or Talk In The Bay Ltd, Suite 7, 33/35 West Bute Street, Cardiff Bay CF10 5LH. Contact Number: 02920 103173.

You also have the right to lodge a complaint with the **Information Commissioner's Office (ICO)**, the UK's independent body for upholding information rights. You can find more information on their website at www.ico.org.uk.

The full length version of this policy is available upon request from Talk in the Bay.

This policy was last updated on:

Approved by: J M MOORE DIRECTOR

Reviewed: Feb 2026

Date of next review: February 2027