

Privacy Policy

Dr Wendy Stammers
Independent Lifestyle Medicine Doctor & Health Coach

Data Controller Details

Trading Name	Doctor Wendy
Data Controller	Dr Wendy Stammers (Sole Trader)
Email	hello@doctorwendy.com
Postal Address	Cedar House, 63 Napier Street, Sheffield, S11 8HA
ICO Registration	ZC012378
Website	www.doctorwendy.com

1. Introduction

This Privacy Policy explains how Dr Wendy Stammers, trading as Doctor Wendy ("we", "us", "our"), collects, uses, stores, and protects personal data when you visit our website (www.doctorwendy.com) or use our services.

We are committed to protecting your privacy and handling your personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. We are registered with the Information Commissioner's Office (ICO), registration reference ZC012378.

Please read this policy carefully. By using our website, you acknowledge that you have read and understood how we handle your personal data.

When you engage our coaching services, we will collect and process the personal information necessary to deliver those services in accordance with this Privacy Policy.

2. What Personal Data We Collect

2.1 Data you provide directly

When you use our website or services, you may provide us with:

- Name and contact details (email address, postal address)
- Health and lifestyle information shared before or during your coaching programme
- Payment information (processed securely via third-party payment providers - we do not store card details)
- Communications sent to us via our contact or enquiry form
- Newsletter and marketing preferences when you sign up to our mailing list
- Booking and scheduling information when you book sessions online

2.2 Data collected automatically

When you visit our website, we may automatically collect:

- Technical data such as your IP address, browser type, operating system, and device type
- Usage data such as pages visited, time spent on pages, links clicked, and referring URLs
- Cookie data - see Section 7 (Cookies) for full details

2.3 Special category data

Because our services relate to health and wellbeing, some information you share may constitute 'special category' personal data under UK GDPR (i.e., data concerning health). We only collect and process this data where you have provided explicit consent, and it is handled with the highest level of care and security.

3. Legal Bases for Processing

Legal Basis	When We Use It
Contractual necessity	To deliver coaching and lifestyle medicine services you have purchased or enquired about
Legitimate interests	To respond to enquiries, improve our website, and understand how visitors use our services
Consent	For email marketing/newsletters, non-essential cookies, and processing health-related data
Legal obligation	Where we are required to retain records under professional or regulatory obligations

4. How We Use Your Personal Data

- To respond to enquiries submitted via our contact form
- To process bookings made via our online scheduling system
- To provide the Lifestyle Medicine and Health Coaching services you have requested or purchased
- To process payments securely via our third-party payment provider
- To send you newsletters, health information or promotional content where you have expressly opted in. You may withdraw your consent at any time by using the unsubscribe link in our emails or by contacting us.
- To analyse website traffic and improve user experience via analytics tools
- To store client documents, signed agreements, session notes and correspondence securely within Google Workspace
- To transcribe and summarise coaching sessions using Heidi Health, an AI-assisted note-taking tool, where the you have provided consent
- To maintain records of professional practice in accordance with our regulatory obligations
- To comply with legal or safeguarding obligations

5. Third-Party Services and Data Sharing

We use a small number of trusted third-party services to operate our website and deliver our services. These may process your personal data on our behalf:

Provider	Purpose	Data Processed
Practicebetter.io (operated by Green Patch Inc)	Secure practice management, including client records, appointments, forms, secure messaging, signed agreements, clinical notes,	Client names, contact details, date of birth, health information provided during registration and coaching, appointment history, signed agreements, completed forms, clinical notes, invoices, secure messages and

	invoicing and related correspondence.	related correspondence. Data is securely hosted in accordance with Practice Better's security standards and Data Processing Agreement.
Google Analytics	Website analytics and traffic analysis	Anonymised usage data, IP address (anonymised)
Payment provider (e.g. Stripe/PayPal)	Secure payment processing	Payment and billing details
Email marketing platform	Newsletter delivery	Name, email address
Practice Better (Video Consultation)	Secure delivery of online coaching and consultation sessions.	Name, appointment details and audio/video during live consultations. Practice Better does not use consultation data to train AI models.
Heidi Health (heidihealth.com)	AI-assisted session transcription and note generation	De-identified session audio (transcribed and immediately deleted), session transcripts and notes. No audio recordings are retained. Data is never used to train AI models. UK GDPR-compliant; Data Processing Agreement in place.

All third-party providers are required to handle your data securely and in accordance with UK GDPR. We do not sell your personal data to any third party, and we do not share your data for advertising purposes.

6. Data Retention

Type of Data	Retention Period
Client records (adults)	7 years from final consultation
Client records (under 18s)	Until age 25, or 7 years, whichever is later
Enquiry/contact form submissions	12 months from last contact, unless a client relationship develops
Newsletter subscriber data	Until you unsubscribe, then deleted within 30 days
Payment records	7 years (HMRC requirement for sole traders)
Website analytics data	26 months (Google Analytics default), or as configured

7. Cookies

Our website uses cookies and similar technologies to support essential website functionality and, where you have given your consent, to improve your experience and understand how our website is used.

For more information about the cookies we use, the purposes for which they are used and how you can manage your preferences, please see our **Cookie Policy**.

8. Your Data Protection Rights

Under UK GDPR, you have the following rights in relation to your personal data:

- Right of access - to request a copy of the personal data we hold about you
- Right to rectification - to request correction of inaccurate or incomplete data
- Right to erasure - to request deletion of your data, where legally permissible
- Right to restriction - to request that we limit how we process your data
- Right to data portability - to receive your data in a structured, commonly used format
- Right to object - to object to processing based on legitimate interests or for direct marketing
- Right to withdraw consent - at any time, without affecting the lawfulness of prior processing

To exercise any of these rights, please contact us at hello@doctorwendy.com. We will respond within one calendar month. Requests are normally free of charge, although a reasonable fee may be charged where permitted by law (for example, if request is manifestly unfounded or excessive).

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) at www.ico.org.uk or by calling 0303 123 1113.

9. Data Security

We take the security of your personal data seriously. Appropriate technical and organisational measures are in place to protect your data against unauthorised access, loss, or disclosure. These include:

- Encrypted digital storage for client records
- Password-protected accounts for all third-party platforms used
- Secure (HTTPS) website connection
- Access to personal data is restricted to authorised individuals who require it to deliver or support our services

In the event of a personal data breach that is likely to result in a risk to your rights and freedoms, we will notify the ICO within 72 hours and, where required, notify affected individuals without undue delay.

10. International Data Transfers

Some of our third-party service providers (such as Google Analytics, Calendly, and email marketing platforms) may process data outside the UK or European Economic Area (EEA). Where personal data is transferred outside the UK, we ensure that appropriate safeguards are in place, such as Standard Contractual Clauses or other recognised transfer mechanisms, to protect your personal data in accordance with UK GDPR.

Where this occurs, we ensure that appropriate safeguards are in place, such as Standard Contractual Clauses (SCCs) or reliance on the UK adequacy framework, to ensure your data is protected to an equivalent standard. Heidi Health stores data within the UK and is fully compliant with UK GDPR, including for the processing of special category health data.

11. Children's Privacy

Our website is not directed at children under the age of 13, and we do not knowingly collect personal data from children under 13 without verifiable parental consent. Where we provide services to clients under 18, parental or guardian consent will be obtained before coaching begins

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, or legal obligations. The current version number is shown in the footer at the top of this document. We encourage you to review this policy periodically. Where changes are material, we will notify existing clients by email.

13. Contact Us

If you have any questions about this Privacy Policy, or wish to exercise any of your data protection rights, please contact:

Dr Wendy Stammers (Doctor Wendy)

Email: hello@doctorwendy.com

Post: Cedar House, 63 Napier Street, Sheffield. S11 8HA

If you are not satisfied with our response, you have the right to complain to the Information Commissioner's Office (ICO):

- Website: www.ico.org.uk
- Helpline: 0303 123 1113
- Post: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF