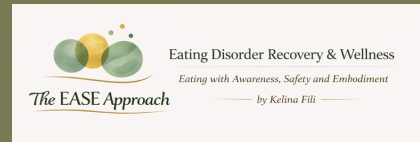


# Privacy Notice



## CLIENT INFORMATION

Last updated: May 2026

### Our commitment to you

This Privacy Notice explains how The EASE Approach by Kelina Fili, herein referred to as The EASE Approach, collects, uses, stores, and protects your personal data in line with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

We only collect the information needed to support your care and respond to you thoughtfully. Your data is kept confidential, stored securely in accordance with UK GDPR, and never sold or shared without a lawful reason. Some third-party providers may process data outside the UK under appropriate safeguards. You stay in control of your information and can access, correct, or withdraw from communications at any time. We handle your data with the same care, respect, and boundaries that guide our work together.



### Who we are

Data Controller: The EASE Approach, by Kelina Fili (HCPC Registered Dietitian)

Website: [www.theeaseapproach.com](http://www.theeaseapproach.com)

Email: [kelina@theeaseapproach.com](mailto:kelina@theeaseapproach.com)

### Personal data we collect

We may collect:

1. Name and contact details

2. Clinical information
3. Information provided through assessments, outcome measures, consultations (individual or group), therapeutic exercises, written reflections, and relevant reports from other healthcare professionals, where consent has been given. This includes special category data about your health.
4. Technical data and website usage data

## **How we use your data**

We use your personal data to respond to enquiries, deliver and improve services provided through The EASE Approach and to meet our legal and regulatory obligations. Where you have given consent, we may also use your data to communicate with you and send information via our mailing list.

## **Communicating with you**

When you contact us by email, through our website contact form, via social media, or by any other means, we use the information you provide to respond to your enquiry and support your request in a compassionate, timely and professional way.

## **Mailing list**

We run a mailing list to share updates, reflections, resources, and information about The EASE Approach. You can choose to subscribe via our website. You can update your preferences or unsubscribe at any time using the links in our emails, or by contacting us directly.

## **Client Portal**

We use your personal information to set up and manage your access to our client portal and website services, including enabling secure login, account management, and subscriptions where applicable.

## **Technical use of your information**

Our website collects limited technical information to help us understand how the site is used, improve its performance, and maintain security. This includes identifying unusual activity, supporting troubleshooting, and analysing overall website use. Data is collected in an anonymised or pseudonymised form where possible. We may use tools such as Google Analytics or similar services to support this process.

## **Lawful basis for processing**

We process personal data under the following lawful bases:

- Article 6(1)(b) – performance of a contract (providing dietetic services)
- Article 6(1)(c) – compliance with legal obligations (HCPC, record keeping)
- Article 6(1)(a) – consent (mailing list and optional communications)
- Article 6(1)(f) – legitimate interests (for website security, fraud prevention, service improvement, and administrative management), where these interests do not override your rights and freedoms.

We process special category (health) data under Article 9(2)(h) for the provision of health care, and Article 9(2)(a) where explicit consent is required.

## **What this means for you**

We only use your information to respond to you, provide services, or share updates you have chosen to receive.

You stay in control of whether you hear from us, and you can unsubscribe or change your preferences at any time.

We do not sell your data or use it in ways that feel intrusive or unexpected.

We aim to handle your information with the same care, respect, and boundaries that guide our work through the EASE Approach.

## **Security**

We have appropriate technical and organisational safeguards in place to protect your personal information from unauthorised access, misuse, or disclosure.

We do not use automated decision-making or profiling.

We may process data relating to children and young people where services are provided, with appropriate consent obtained in line with UK GDPR and safeguarding requirements.

Some of the third-party platforms we use (such as website hosting, analytics, or email marketing providers) may process personal data outside the United Kingdom. Where this occurs, appropriate safeguards are in place in accordance with UK GDPR, including the use of approved contractual clauses and security measures to ensure your data remains protected.

## **Controlling your personal information**

We will not distribute, sell or lease your personal information to third parties unless we have your explicit permission or are required by law to do so.

You may request details of personal information, which we hold about you under UK GDPR. If you would like a copy of the information held on you, please contact us in writing.

If you believe that any information we are holding on you is incorrect or incomplete, please email us as soon as possible. We will promptly review your request and correct any information found to be incorrect.

## **Clinical Record Systems**

To deliver services safely and efficiently, we use trusted third-party providers who may process personal data on our behalf. These providers act as Data Processors and operate under contractual agreements compliant with UK GDPR.

These may include:

- Halaxy – appointment scheduling, invoicing, and clinical record management
- Recovery Record – therapeutic food logging and monitoring (where clinically appropriate)
- Brevo – email newsletters and automated educational communications (where you have opted in)
- Wix – website hosting and infrastructure
- Cal.com – appointment scheduling
- Google Analytics – anonymised website usage and performance monitoring

These providers process personal data only to the extent necessary to deliver their services and are required to implement appropriate security safeguards.

Where data is processed outside the UK, appropriate international transfer safeguards are in place in accordance with UK GDPR.

## **Email Newsletters and Marketing Communications**

If you subscribe to receive newsletters, resources, or updates, your name and email address will be stored securely using Brevo, an email marketing platform. This information is used solely to send newsletters, updates, or relevant content. Automated email sequences may be used to deliver educational content following subscription. You can unsubscribe at any time by clicking the unsubscribe link in any email. Your information will not be shared with third parties for marketing purposes.

## **Request to delete data and withdraw from our communications**

You have the right to request that the data that we hold on you may be deleted, or to withdraw or 'opt-out' of correspondence. Please notify us of this request in writing or use the unsubscribe function on our mailing list when available.

Clinical records are retained for a minimum of eight years from the date of last contact in line with professional guidance, regulatory expectations, and best practice standards for independent healthcare providers in the UK. Records are securely destroyed thereafter unless a longer retention period is required for legal or safeguarding reasons. The right to erasure does not apply where we are required to retain clinical records in accordance with professional, legal, or regulatory obligations.

Should you have any queries in relation to UK GDPR, here are the contact details of our Data Controller: Kelina Fili.

Email: [kelina@theeaseapproach.com](mailto:kelina@theeaseapproach.com)

## **Your Data Protection rights**

Under data protection law, you have rights, including:

Your right of access - You have the right to ask us for copies of your personal information.

Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

Your right to object to processing - You have the right to object to the processing of your personal information in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you in line with ICO regulations.

## **Complaints**

If you are unhappy with how your personal data has been handled, please contact us by email in the first instance, and we will endeavour to resolve your concerns. Similarly, you have the right to lodge a complaint with the

Information Commissioner's Office (ICO):

Information Commissioner's Office

[www.ico.org.uk](http://www.ico.org.uk)

Tel: 0303 123 1113

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