



Privacy Notice for Sacred Roots Ltd

1. Information We Collect

This Privacy Notice explains how Sacred Roots Ltd ("we," "us," or "our") collects, uses, and protects your personal information when you use our website and services. We are committed to protecting your privacy and ensuring the security of your personal data. This notice is compliant with relevant data protection regulations, including the General Data Protection Regulation (GDPR) and the UK Data Protection Act 2018, as of today, July 4, 2025.

We use your personal information for the following purposes:

2. How We Use Your Information

- **Contact Information:** This includes your name, email address, phone number, postal address, and any other contact details you provide when booking appointments, contacting us, or signing up for our newsletter.
- **Appointment Information:** This includes the services you book, the dates and times of your appointments, and any specific preferences or requirements you provide regarding your treatments.
- **Health Information:** We may collect health information relevant to your treatments, such as medical history, allergies, and any physical conditions. This information is essential for providing safe and effective services. We will only collect this information with your explicit consent.
- **Payment Information:** If you make a purchase, we collect payment information, such as credit card details or other payment methods. This information is processed securely through our payment processors.
- **Website Usage Data:** We collect data about your use of our website, including your IP address, browser type, operating system, pages visited, and the time spent on our site. This information is collected through cookies and similar technologies.



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3. Legal Basis for Processing

- **Providing Services:** To schedule and manage your appointments, provide the massage and beauty treatments you request, and communicate with you about your appointments.
- **Personalizing Treatments:** To tailor our services to your specific needs and preferences, ensuring the best possible experience.
- **Health and Safety:** To assess your suitability for treatments and ensure your safety and well-being.
- **Communication:** To send you appointment confirmations, reminders, and other service-related communications. With your consent, we may also send you newsletters, promotions, and other marketing materials.
- **Payment Processing:** To process payments for the services you receive.
- **Website Improvement:** To analyze website usage data to improve our website's functionality and user experience.
- **Legal Compliance:** To comply with legal and regulatory requirements, such as maintaining records for tax purposes.
- **Contract:** Processing is necessary for the performance of a contract with you (e.g., providing massage and beauty treatments).
- **Consent:** We will obtain your consent before collecting and using your health information or sending you marketing communications. You have the right to withdraw your consent at any time.
- **Legitimate Interests:** We may process your data for our legitimate interests, such as improving our services and website, provided that these interests do not override your rights and freedoms.
- **Legal Obligations:** We may process your data to comply with legal obligations, such as maintaining financial records.



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4. Data Sharing

- **Service Providers:** We may share your information with third-party service providers who assist us in providing our services, such as payment processors, appointment scheduling software providers, and email marketing platforms. These providers are contractually obligated to protect your data and use it only for the purposes we specify.
- **Legal Authorities:** We may disclose your information if required by law or legal process.

We do not sell your personal information to third parties.

We take the security of your personal information seriously. We implement appropriate technical and organisational measures to protect your data from unauthorised access, disclosure, alteration, or destruction. These measures include:

5. Data Retention

- **Encryption:** We use encryption to protect your sensitive information during transmission and storage.
- **Access Controls:** We restrict access to your personal information to authorised personnel only.

6. Your Rights

We retain your personal information for as long as necessary to fulfill the purposes for which it was collected, including providing our services, complying with legal obligations, and resolving disputes. The retention period varies depending on the type of data and the purpose for which it was collected. For example, we typically retain appointment records for a period of time to comply with legal and insurance requirements.



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7. Cookies and Similar Technologies

To exercise any of these rights, please contact us using the contact information provided below.

- **Right to Access:** You have the right to request access to the personal information we hold about you.
- **Right to Rectification:** You have the right to request that we correct any inaccurate or incomplete personal information.
- **Right to Erasure:** You have the right to request that we erase your personal information in certain circumstances.
- **Right to Restriction of Processing:** You have the right to request that we restrict the processing of your personal information in certain circumstances.
- **Right to Data Portability:** You have the right to receive your personal information in a structured, commonly used, and machine-readable format and to transmit it to another controller.
- **Right to Object:** You have the right to object to the processing of your personal information in certain circumstances, including for direct marketing purposes.
- **Right to Withdraw Consent:** If we are processing your personal information based on your consent, you have the right to withdraw your consent at any time.

Our website uses cookies and similar technologies to collect information about your usage. Cookies are small text files that are stored on your device when you visit our website. We use cookies to:

- **Improve Website Functionality:** To enable essential features of our website.
- **Analyse Website Usage:** To understand how visitors use our website and improve its performance.
- **Personalise Your Experience:** To remember your preferences and tailor content to your interests.

You can control cookies through your browser settings. You can choose to block or delete cookies, but this may affect your ability to use certain features of our website.



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8. Changes to this Privacy Notice

We may update this Privacy Notice from time to time. We will post any changes on our website and notify you of any material changes.

Your data will be used for the benefits of the individual treatments, including scheduling, providing, and personalising massage and beauty services, ensuring health and safety, and communicating with you about your appointments.

Sacred Roots is registered with the ODPA, we have provided details below:

The Office of the Data Protection Authority | Block A, LeFebvre Court, LeFebvre Street, St, Peter Port, Guernsey, GY1 2JP | 01481 742074

Contact Us

If you have any questions or concerns about this Privacy Notice or our data practices, please contact us at: **hr@sacredroots.gg | Sacred Roots Ltd, Pembroke, Guernsey, GY3 5BY | 01481 762325**