



Inner Balance Acupuncture and Consulting Limited

TRADITIONAL CHINESE MEDICINE | MANAGEMENT CONSULTING

Privacy Notice

Last updated: 12 August 2026

Inner Balance Acupuncture and Consulting Limited ("we", "us", "our") is committed to protecting and respecting your privacy. This notice explains how we collect, use, store and protect your personal information when you visit our website, enquire about treatment, or receive treatment from us. We handle your data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

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Who we are

Inner Balance Acupuncture and Consulting Limited is the data controller responsible for your personal data. This means we decide how and why your information is processed.

- **Company:** Inner Balance Acupuncture and Consulting Limited
- **Registered office:** Keen Dicey Grover Chartered Accountants, Bathurst House, 50 Bathurst Walk, Iver, Buckinghamshire, SL0 9BH
- **Company registration number:** 17056598
- **Clinic address:** Yoga Hook, 22 Station Road, Gerrards Cross, Buckinghamshire, SL9 8EL
- **Practitioner / data controller contact:** Samantha Ross

- **Email:** samantha@innerbalanceacupuncture.co.uk
- **ICO registration reference:** ZC188765

We are registered with the Information Commissioner's Office (ICO), the UK's data protection regulator. We are a member of the British Acupuncture Council (BACC) and follow its Code of Professional Conduct.

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Who this notice applies to

This notice applies to information we collect about:

- Visitors to our website
- People who enquire about our services
- Patients who receive acupuncture or related treatment from us
- Anyone who contacts us directly by phone, email or in person

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The information we collect

Identity and contact information

Your name, date of birth, postal address, email address and telephone number.

Health information (special category data)

To treat you safely we collect and keep clinical records. This may include your medical history, current symptoms and health conditions, medications, lifestyle information, details of treatment provided, your responses to treatment, and — where relevant — the name and address of your GP. This is "special category" data and is given a higher level of protection under the UK GDPR.

Consent records

Records of your consent to treatment (or the consent of a parent, guardian or next of kin where relevant).

Website information

Our website is built on the Wix platform and our online booking is provided by Cliniko. When you visit our site or make a booking, some technical information is collected automatically, as explained in the Cookies section below.

How we collect your information

We collect information directly from you — when you enquire, complete a health questionnaire or consultation form, or during your appointments. We also collect limited technical information automatically when you use our website.

Why we use your information and our lawful basis

Under the UK GDPR we must have a lawful basis for using your personal data. The table below sets out how and why we use your information.

What we do	Our lawful basis
Provide acupuncture treatment and care	Contract (Article 6(1)(b))
Create and maintain your clinical health records	Legal obligation and legitimate interests (Article 6(1)(c) & (f))
Handle your health information for the purpose of providing treatment	Provision of health care by a health professional (Article 9(2)(h))
Send appointment confirmations and reminders	Legitimate interests (Article 6(1)(f))
Contact your GP or emergency services if needed	Vital interests / legal obligation (Article 6(1)(c)/(d))
Respond to complaints, claims or legal matters	Legitimate interests and establishing legal claims (Article 6(1)(f); Article 9(2)(f))
Send newsletters or marketing (only if you opt in)	Consent (Article 6(1)(a))
Keep our website secure and understand how it is used	Legitimate interests (Article 6(1)(f))

Where we rely on consent — for example, to send you a newsletter — you can withdraw it at any time by contacting us.

Who we share your information with

We do not sell your data or share it for marketing. We only share your information where necessary and lawful:

- **Your GP or other healthcare professionals** — where relevant to your care, including in an emergency.
- **The British Acupuncture Council and our insurers** — in the event of an adverse incident, insurance claim or complaint, to help handle the matter and support safe-practice guidance.
- **Professional advisers and service providers** — such as our accountants, and our online booking and clinical records provider Cliniko, who are bound to keep your data secure and process it only on our instructions.
- **Legal or regulatory authorities** — where we are required to do so by law.

How long we keep your information

- **Adult patient records:** kept for 7 years after your last appointment, in line with the BAAC Code of Professional Conduct.
- **Children's records:** kept until the patient reaches the age of 25.
- **If a patient dies** within the retention period, records are kept for 2 years from the date of death.
- **Enquiries that do not lead to treatment** and marketing contacts are kept only for as long as needed, then securely deleted.

When records are no longer needed they are securely destroyed.

How we keep your information safe

We take appropriate technical and organisational measures to protect your information against loss, misuse or unauthorised access. Paper records are kept securely and electronic records are held on password-protected, [encrypted / access-controlled] devices and systems.

Your rights

You have the right to:

- Be informed about how your data is used (this notice)

- Access a copy of the personal data we hold about you
- Ask us to correct inaccurate or incomplete information
- Ask us to erase your data, where we are not required to keep it
- Restrict or object to certain uses of your data
- Request your data in a portable format, where applicable
- Withdraw consent at any time, where we rely on consent

To exercise any of these rights, please contact us using the details in section 1. We will respond within one month. Some rights are limited where we have a legal obligation to keep clinical records.

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Cookies

Our website is built on the Wix platform, which places small text files called cookies on your device when you visit. Cookies help the site work properly, keep it secure, and — with your consent — help us understand how it is used.

- **Essential cookies** — placed automatically by Wix to keep the site secure and functioning correctly (for example, security and anti-fraud). These are necessary for the site to work and do not require your consent.
- **Functional cookies** — remember choices you make, such as your language or region, to improve your experience.
- **Analytics cookies** — help us understand how visitors use the site (for example, Wix Analytics) so we can improve it.
- **Booking cookies** — our booking provider, Cliniko, may set cookies to manage your online booking.

We only place non-essential cookies (such as analytics) with your consent. When you first visit our site, you can accept or decline these through our cookie banner, and you can change your choice at any time. You can also control or delete cookies through your web browser settings.

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Changes to this notice

We may update this notice from time to time. Any changes will be posted on this page with a revised "last updated" date.

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How to complain

If you have any concerns about how we handle your personal data, please contact us first so we can try to resolve it. You also have the right to complain to the Information Commissioner's Office (ICO):

- Website: ico.org.uk
- Helpline: 0303 123 1113

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Acupuncture Council