

Privacy Policy

Effective Date: June 1 2026

Introduction

Waterside Advisory Group ("we", "our", "us") is committed to protecting and respecting your privacy.

This Privacy Policy explains how we collect, use, store, and protect your personal information when you use our website, book consultations, attend appointments, contact us, or engage with our services.

Our services include:

- Birth Trauma Support consultations delivered online by a registered midwife.
- Educational consultations and advisory services for healthcare professionals, education providers, maternity services, and organisations.
- Information and educational resources relating to maternity care, birth experiences, and birth trauma.

We are committed to complying with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and other applicable privacy legislation.

Who We Are

Data Controller:

Waterside Advisory Group

38 Birch Tree Way, PR4 0EP

watersideadvisoryservices@gmail.com

0044 7793569960

For any questions about this Privacy Policy or your personal information, please contact us using the details above.

The Information We Collect

Depending on your interaction with us, we may collect the following information:

Personal Information

- Name
- Email address

- Telephone number
- Postal address (if provided)
- Billing and payment information
- Information submitted through website forms

Consultation Information

For clients using our Birth Trauma Service, we may collect information that you choose to share regarding:

- Pre-pregnancy experiences
- Pregnancy experiences
- Birth experiences
- Postnatal experiences
- Maternity care received
- Future pregnancy planning
- Copies of maternity records or documentation that you voluntarily provide for review

We only collect information that is reasonably necessary for the delivery of our services.

Website Information

When you visit our website, we may automatically collect:

- IP address
- Browser type
- Device information
- Website usage information
- Cookies and analytics data

Further information can be found in our [Cookie Policy](#).

Special Category Data

Some information shared during Birth Trauma Support consultations may constitute special category data under UK GDPR because it relates to health, maternity care, or personal experiences.

Where such information is processed, we do so only:

- With your explicit consent;
- Where necessary to provide the service you have requested; and
- In accordance with applicable legal and professional obligations.

How We Use Your Information

We use your information to:

- Respond to enquiries.
- Arrange and manage appointments.

- Deliver online consultations.
- Process payments.
- Review maternity records when requested.
- Provide educational and advisory services.
- Maintain appropriate records of services provided.
- Improve our services and website.
- Meet legal, regulatory, professional, and insurance requirements.

We will only use your personal information where we have a lawful basis to do so.

Lawful Basis for Processing

We process personal information under one or more of the following lawful bases:

- Your consent.
- Performance of a contract with you.
- Compliance with legal obligations.
- Legitimate interests in operating and improving our services.

Where health-related or other special category information is processed, we rely on your explicit consent and other lawful bases permitted under UK GDPR where applicable.

Online Consultations

Appointments are delivered using online communication platforms.

While we take reasonable steps to use secure systems, no internet-based communication can be guaranteed to be completely secure.

Clients are responsible for ensuring that they attend appointments in a private environment and take reasonable precautions to protect their own confidentiality.

Payments

Payments are processed through secure third-party payment providers.

We do not store full payment card details on our systems.

Please refer to the privacy policies of the relevant payment providers for information on how they handle your data.

Sharing Your Information

We do not sell your personal information.

We may share information with:

- Secure booking and payment providers.
- Website hosting and technology providers.

- Professional advisers such as accountants, insurers, or legal advisers.
- Regulatory or legal authorities where required by law.
- Safeguarding authorities where there is a legal or professional duty to disclose information.

Information will only be shared where necessary and appropriate.

Confidentiality and Safeguarding

Information shared during consultations is treated confidentially.

However, confidentiality may be breached where:

- Required by law.
- Necessary to comply with safeguarding obligations.
- There is a serious concern regarding the safety of an individual, child, or vulnerable person.

Any disclosure will be limited to what is necessary and proportionate.

How Long We Keep Information

We retain personal information only for as long as necessary to:

- Deliver our services.
- Meet legal, professional, regulatory, and insurance obligations.
- Resolve complaints or disputes.

Retention periods may vary depending on the nature of the information and the service provided.

When information is no longer required, it will be securely deleted or destroyed.

Your Rights

Under UK GDPR, you have the right to:

- Access your personal information.
- Request correction of inaccurate information.
- Request deletion of your information in certain circumstances.
- Restrict processing of your information.
- Object to certain forms of processing.
- Request transfer of your data where applicable.
- Withdraw consent at any time where consent is the basis for processing.

To exercise your rights, please contact us using the details provided above.

Children's Information

Our services are intended for adults aged 18 years and over.

We do not knowingly collect personal information from children without appropriate legal authority or consent.

Third-Party Websites

Our website may contain links to third-party websites.

We are not responsible for the privacy practices or content of those external websites. We encourage users to review the privacy policies of any website they visit.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time.

Any changes will be posted on this page and will become effective upon publication.

Contact Us

If you have any questions about this Privacy Policy or how your information is handled, please contact:

Waterside Advisory Group

Email: watersideadvisoryservices@gmail.com

Telephone: 0044 7793569960

If you remain dissatisfied with how your information has been handled, you have the right to lodge a complaint with the UK Information Commissioner's Office (ICO).

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Website: www.ico.org.uk

Telephone: 0303 123 1113