



Privacy Notice

Willow Tree Psychology Ltd

Effective Date: 07.10.2017

Last Updated: 15.03.2025

1. Introduction

At Willow Tree Psychology Ltd, we take your privacy seriously. This privacy notice explains how we collect, use, store, and protect your personal data in line with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

2. Who We Are

Willow Tree Psychology Ltd. provides clinical psychology services, including psychological assessments, consultation, individual therapy and family work, as well as expert witness work. Our registered office is Unit 18540, PO Box 6945, London, W1A 6US, and we can be contacted at info@willowtreepsychology.com.

3. What Personal Data We Collect

We may collect the following types of personal data:

3.1 General Information

- Name, date of birth, and contact details (email, phone number, address).
- Emergency contact details.
- GP and other healthcare provider details.

3.2 Special Category (Sensitive) Data

- Psychological and medical history.
- Therapy session notes and assessments.
- Any relevant information related to your treatment.

3.3 Website and Technical Data

- IP address, browser type, and interactions with our website (if applicable).

4. How We Collect Your Data

We collect data through:

- Direct interactions (e.g., therapy sessions, emails, phone calls, online enquiry forms).



WILLOW TREE PSYCHOLOGY

- Referrals from healthcare professionals (with your consent).
- Website interactions (e.g., contact forms, cookies).

5. Legal Basis for Processing

Under the UK GDPR, we process your personal data based on the following lawful bases:

- Consent – When you provide explicit consent for us to process your data.
- Contractual necessity – To provide you with psychological services.
- Legal obligation – When required by law (e.g., safeguarding concerns)
- Legitimate interests – To manage our business while ensuring your rights are protected.

6. How We Use Your Information

We use your personal data to:

- Provide psychological therapy and assessments.
- Maintain accurate records of your care.
- Communicate with you regarding appointments and treatment.
- Ensure compliance with legal and professional obligations.
- Improve our services (e.g., anonymised data for research or service development).

7. Who We Share Your Information With

We only share personal data when necessary and in accordance with UK GDPR. This may include:

- Healthcare professionals (e.g., GPs, psychiatrists) with your consent.
- Legal and regulatory bodies (if required by law or safeguarding obligations).
- Service providers (e.g., IT support, secure data storage providers) under strict confidentiality agreements.

We do not share your data for marketing purposes.

8. Data Storage and Security

We take appropriate technical and organisational measures to protect your data, including:

- Secure digital storage with encryption.
- Password-protected systems.
- Confidentiality agreements with staff and contractors.

We retain client records for 7 years after therapy ends or, if a child was part of treatment, for 7 years after the child's 18th birthday, after which they are securely deleted or anonymised.



WILLOW TREE PSYCHOLOGY

9. Your Rights Under UK GDPR

You have the following rights regarding your personal data:

- Access – Request a copy of the data we hold about you.
- Rectification – Correct inaccurate or incomplete data.
- Erasure (“Right to be Forgotten”) – Request deletion of your data (subject to legal retention requirements).
- Restriction – Ask us to limit how we process your data.
- Data Portability – Receive your data in a structured format.
- Objection – Object to processing based on legitimate interests.
- Withdraw Consent – If processing is based on consent, you can withdraw it at any time.

To exercise your rights, please contact us at info@willowtreepsychology.com.

10. How to Make a Complaint

If you have concerns about how we handle your data, you can contact us at info@willowtreepsychology.com. If you are not satisfied with our response, you have the right to lodge a complaint with the Information Commissioner’s Office (ICO):

Website: <https://ico.org.uk>

Phone: 0303 123 1113

11. Updates to This Privacy Notice

We may update this notice from time to time. Any changes will be posted on our website and, where appropriate, notified to you.

Last Updated: 15.03.2025

For further information, please contact us at info@willowtreepsychology.com