

Real You Hypnotherapy

Privacy Notice

Real You Hypnotherapy takes your privacy seriously. I am committed to keeping your personal information safe, confidential and secure, and to being clear about how your information is handled.

This Privacy Policy explains what personal information I collect, why I need it, how it is stored and used, how long I keep it, and the steps I take to protect it. Your information is handled in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

Who is the data controller?

The data controller for Real You Hypnotherapy is:

Sarah McHugh (Solution focused hypnotherapist)

ICO Registration No: ZC236730

If you have any questions at all, regarding this privacy notice, please do not hesitate to contact me.

Telephone: 07522 359584

Email: sarah@realyouhypnotherapy.co.uk

I will be collecting any information directly from you, the client.

What information will be collected?

- Name, address and contact details.
- GP name and address.

- Relevant medical history and current medical conditions, relating to both mental and physical health.
- Whether you suffer with certain symptoms exacerbated by stress.
- Emergency contact.
- Any medications currently taking.
- Notes taken on sessions.
- Email and text communication.
- Payments taken by card or bank transfer
- Details of what you hope to gain from sessions, your desired outcomes and goals.
- Any other information that you wish to share that you believe will support the work we do together in sessions.

Why do I collect this information from you?

- To ensure that hypnotherapy is safe and appropriate for you.
- To make sure you are getting a tailored experience ensuring you get the best from each session.
- As a safeguarding measure in the unlikely event of a risk to your health or safety
- To keep an open dialogue, with consent, to ensure hypnotherapy is a safe option, should verification be required.
- To arrange and amend appointments.
- To make sure that you are getting the maximum benefit from sessions.
- To ensure my compliance with professional, legal and insurance requirements.
- So that I can respond quickly and appropriately to any concerns or safeguarding issues.

Your safety and wellbeing is paramount. Any information I collect is to ensure that hypnotherapy is the best option for you, and that once that is established, that you get the most from sessions to achieve your goals.

Lawful basis and data protection rights.

Under UK data protection law, I must have a “lawful basis” for collecting and using your personal information.

Our lawful bases for collecting or using personal information to provide patient care, services and other goods are:

Explicit Consent. (For health and session notes)

Because I record sensitive information about health and background information, I ask for your consent during the initial consultation to record and store this information.

Consent (For cookies and website tracking)

I use cookies on my website to understand how visitors use the site and to improve browsing experience. I only use non-essential cookies. If you accept them via the banner. You can change your mind or block cookies at any time through your browser settings.

Contract. (For your bookings and payments)

I will use name, phone number, email and billing information as it is necessary to manage your appointments and take payments.

Legitimate interests (For your enquiries)

If you contact me via the website or social media, we use your contact details to reply to you and manage business administration.

Lawful basis for processing special category data.

As part of providing hypnotherapy services, I collect and process information relating to your health and wellbeing. Health information is classed as special category personal data under the UK GDPR and is subject to additional protection.

What measures do I have in place to ensure this data is protected and how is it stored?

- Facial recognition on phone.
- All paper files kept in a secure room within a locked filing cabinet.
- Computers and password devices are protected.
- Secure email account, password protected.

As the sole data controller for Real You Hypnotherapy I am the only person to have access to the data you provide. The only exceptions to would be if I was required by law to share information or if you give your consent in writing.

I take appropriate steps to ensure that this information is handled securely, confidentially and only used for appropriate purposes connected with providing your hypnotherapy sessions and meeting my professional responsibilities.

How long will my information be retained by Real You Hypnotherapy?

As a member of the National council for hypnotherapists, I retain records in line with their most up to date requirements. Currently they are as follows:

- For an adult, records will be retained for 8 years after the last interaction.
- For a child under 16 records will be retained until January after their 25th Birthday
- If a young person's treatment ends and they are 17 years of age, their records will be stored until the January after their 26th Birthday.

At the end of any retention periods all data held will be destroyed/deleted, unless there is any lawful reason that there is a requirement to hold them for an extended period.

Can I request the deletion of my data?

You have a right to request the erasure of data held on your personal information. However, the right to erasure is not absolute (Meaning there are exceptions, it is conditional and depends on the individual situation)

As outlined above, legal, professional, safeguarding, insurance or regulatory obligations may require me to retain some or all data held in line with the time periods previously mentioned.

Please submit any request for erasure to Sarah McHugh

Email: sarah@realyouhypnotherapy.co.uk

I will respond to your request within 1 month. I will require verification of your identity before any measures can be taken.

How can I access information held on me?

You have the right to access all information I hold about you. This is known as a subject access request (SAR) and you can request this in writing to me

Sarah McHugh

Email: sarah@realyouhypnotherapy.co.uk

Your identity will need to be verified before any information is given. The request will usually be completed within 1 month.

Your rights under GDPR UK.

- Your right to rectification. If you believe any data held is inaccurate or incomplete you can write to me to ask that it be corrected or deleted.
- Your right to restriction of processing. You can ask that I limit the way that I use your personal information.
- Your right to object to processing. You can ask that your data isn't used in certain ways.
- You have the right to withdraw consent. You can write to me to withdraw consent for use of your data.
- The right to access your data (SAR) As described above.
- The right to request the erasure of your data as described above.
- The right to complain. In the first instance to me, Sarah McHugh and then to the ICO.
- To request a transfer of your data, where appropriate.

There is more detailed information on all of these rights on the ICO website, please visit for further information.

Cookies

What are cookies?

Cookies are small text files that are placed on your computer, tablet or mobile device when you visit a website. They help websites to work properly and, where you give permission, can provide information about how a website is being used.

How I use cookies.

Real You Hypnotherapy uses cookies and similar technologies to help the website function and, where you have given consent, to understand how visitors use the website.

I may use Google analytics 4 (GA4) to collect information about how visitors interact with my website, such as which pages are visited, how visitors find the website and how long they spend on different pages. This information helps me understand how the website is being used and identify ways it could be improved.

Analytics cookies are not necessary for the website to function, so I will only use them where you have given the appropriate consent.

Managing your cookie preferences

When you visit my website, you may be given the option to accept or decline non-essential cookies. You can change or withdraw your cookie preferences at any time using the cookie settings provided on the website.

You can also manage or delete cookies through your browser settings. Please be aware that blocking some cookies may affect how certain websites function.

Changes to the cookie policy.

I may update this Cookies Policy from time to time to reflect changes to the cookies or similar technologies used on my website.

Last updated 2026

How to complain.

If you have any concerns about how your personal data is handled, please contact me directly so that I can try to resolve things for you.

Sarah McHugh

Email: sarah@realyouhypnotherapy.co.uk

Telephone: 07522 359584

I will investigate and provide a response within one month of your contact, regarding your concerns. If you are not satisfied with my response and remain unhappy about how your data is being processed, then you have the right to contact the ICO so they can investigate matters further. Their contact information is below.

The contact information for the Information Commissioners' Office is

Telephone: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

Changes to policy:

I will update this policy in line with changes that occur with UK legislation and laws or within my professional memberships.

Last Updated 2026