

PRIVACY POLICY

The General Data Protection Regulation (GDPR) is a new European Union legislation (EU) 2016/679. The purpose of this legislation is to hold and process a personal identifiable information accordingly to comply with the GDPR principles on lawful basis. The legislation gives more rights to you as an individual and more obligations to organisations holding your personal data. One of the rights is a right to be informed, which means we have to give you even more information about the way in which we use, share and store your personal information.

I. What is personal data?

The personal data is any personal information or data subject relating to an identified or identifiable person. It can be anything from a name, a photo, an email address, bank details, posts on social networking websites, medical information, or a computer IP address. There are two types of data - Personal Data and Sensitive Personal Data.

II. What personal information will be collected?

1. Your Personal Data includes your full name, gender, date of birth, age, contact number (mobile and/or telephone number), email address, postal address and occupation.
2. Your Sensitive Personal Data includes any health information and medical records.

III. By whom your personal data will be collected by?

Your personal data will be collected by Jitka Klimesova BSc. (Hons), Medical Herbalist, IČ 08487561. Myself, Jitka Klimesova, is therefore the controller of your personal data, this means I decide how your personal data is processed and for what purposes.

IV. Whose information does this privacy policy applies to?

This privacy policy applies to information I collect from clients, prospective clients, former clients, people who subscribe to my newsletters, and visitors to my website.

IV. How will your information be collected?

1. Your personal data including full name, contact number and email address are necessary to collect to make appointments.
2. Registration form with your written explicit consent to process your personal and sensitive data will be necessary to collect prior to your first appointment. The registration form could be filled and signed electronically to be returned via email or printed out, filled and signed personally at the beginning of your appointment.
3. Your sensitive personal data will be collected during a one to one or phone call / online consultation with me.

V. Why is your information being collected?

Collection of your personal and sensitive personal data is necessary for:

1. To correctly identify a person, such as full name or date of birth to distinguish persons with the same name.
2. To keep attendance register which records all appointments for clients attending a clinic premises to keep a record of when you were treated for tax purposes and to secure potential evidence in the event of an insurance claim or complaint.
3. To use your presenting complaint/s and symptoms reported by you or any of your current clinical findings to analyse and establish the correct treatment strategy and its management including formulation and dispensing of appropriate herbal preparations.
4. To use any relevant medical and family history including prescribed medication taken to analyse, diagnose and establish the correct treatment strategy and its management including formulation and dispensing of appropriate herbal preparations.
5. To keep a record of and refer to that record of any treatment given and details of progress of your case, including reviews of treatment protocol to enable me to: review the full differential diagnosis, treatment strategy and its management; and to secure evidence in the event of an insurance claim or complaint.
6. To make a referral to client's GP in case of an emergency or to refer the client to another complementary/healthcare practitioner to help you to receive the most appropriate treatment.

VI. How will your data be processed?

1. The law protects personal data regardless of the technology used for processing that data – it's technology neutral and applies to both automated and manual processing. For example your provided data will be organised in alphabetical order. However, processing also means obtaining, recording and keeping your personal information by me as a controller of your personal data for the purposes as mentioned in section V.
2. Periodical audit of all your personal data will be conducted by me to ensure all data is accurate and compliant with current GDPR principles.

VII. How will your data be stored?

1. Your collected personal and sensitive personal data will be stored electronically in files in alphabetical order secured by a password on our personal iCloud account, which is protected by a double password. Any additional information such as clinical results, signed consent etc. will be kept in files under your name and locked in a metal cabinet at our premises.
2. All your data collected will be stored for 7 years. In case of minors, the data will be stored for 7 years after they reach their majority.
3. After 7 years, all your data and records collected will be permanently deleted from my laptop/PC including email address from my database. Any paper copies will be shredded or burned.

VIII. With whom your data will be shared?

Your data will be treated as strictly confidential and may be shared with:

1. Third parties with your explicit consent.
2. The relevant authority such as the police or a court, if necessary for compliance with legal obligation to which we are subject e.g. a court order.
3. Your doctor or the police if it's necessary to protect yours or another person's life.

4. My insurance company, Direct Pojišťovna a.s. in the event of a complaint or insurance claim being brought against me.
5. My solicitor in the event of any investigation or legal proceedings being brought against me.

IX. Your rights and your personal information.

Unless subject to an exemption under the GDPR, you have certain rights with respect to your personal data as set out below:

1. The right to request a copy of your personal data which we hold about you.
2. The right to correct an update any of your personal data.
3. The right to erase your data if it is no longer necessary for us to retain such data.
4. The right to withdraw your consent to the processing at any time.
5. The right to transmit your data to another data controller.
6. The right to object to the processing of personal data, (where applicable).
7. The right to be informed if your data is lost. We shall also inform The Office for personal data protection.
8. The right to make a complaint with The Office for personal data protection.

For further details about these rights please see The Office for personal data protection website at <https://www.uoou.cz/en/> or GDPR info at <https://gdpr-info.eu>

X. Further processing.

1. This Privacy policy will be reviewed and updated regularly and accordingly to fully comply with the GDPR regulations.
2. If we wish to use your personal data for a new purpose, not covered by this Privacy policy, then we will provide you with a new notice.

XI. For Website users

1. Herbatheka website including publishing of our blog is hosted and operated by Wix, the third party service, which helps to maintain security (HTTPS and SSL) and performance of the website. To deliver this service it processes the IP addresses of visitors to our website. Search queries and results are logged anonymously to help us improve the site, search functionality and thus customer experience.
2. Wix collects anonymous information about users' activity on the site, for example the number of users viewing pages on the site, to monitor and report on the effectiveness of the site in order to help us improve it. Whether you wish to leave a comment, contact us on the site or subscribe to our newsletter it is necessary to enter a visitor's name and email address. For more information about how Wix processes data, please see www.wix.com.
3. Online newsletter (mailing) subscriptions are voluntary and you have an option to unsubscribe/opt-out at any time.
4. When visiting our website, the site uses third party service Google Analytics to collect standard internet log information and details of visitors' behavioural patterns. Google Analytics allows us to track information including the number of visitors and page views, where visitors come from, how long they stay, what keywords they are using to find our site, etc. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make any attempt to find out the identities of those visiting our website.
5. Our site uses website cookies to improve user experience of our website by enabling our

website to 'remember' users, either for the duration of their visit using a 'session cookie' or for repeat visits using a 'persistent cookie'.

XII. Contact details.

1. To exercise all relevant rights, queries of complaints please in the first instance contact me Jitka Klimesova on:
tel: +420 608 226544
email: info@herbatheka.com
address: Skoronice 1, 69641 Skoronice
2. Or contact The Office for personal data protection on:
te: +420 234 665 800
email: posta@uouu.cz
address: The Office for Personal Data Protection, Pplk. Sochora 27, 170 00 Praha 7

XIII. Your acceptance to this privacy policy

By using this website, you signify your acceptance of this policy. If you do not agree to this policy, please do not use our website nor our services. Updated on 04.10.2020.