

## **KRIYA AYURVEDA Privacy Policy**

KRIYA AYURVEDA takes your privacy very seriously. This privacy policy sets out what information KRIYA AYURVEDA collects about you, for what purpose, how we store it and use it, and also how you can talk to us about it. This policy is updated in line with the General Data Protection Regulation (GDPR) May 2018.

### **About us**

KRIYA AYURVEDA is a holistic health service integrating eastern health concepts including Ayurveda with advancements in life-style approaches to develop optimum wellbeing. We collect personal information that you provide to us which may include your name, date of birth, address, postcode, email, telephone number, company name and website address. If you participate in a KRIYA AYURVEDA workshop or attend an event, we may collect evaluation data from you. It will be your choice to add your name or keep it anonymous.

How do we collect information about you:

- When you contact KRIYA AYURVEDA directly by phone, e-mail or otherwise
- When you book a class, consultation or event with one of our practitioners or via the website
- When you take part in a KRIYA AYURVEDA project or workshop
- When you supply KRIYA AYURVEDA with products or we use your venue for our activities
- When you make a donation or support a fundraising event.
- When you supply us with feedback about your KRIYA AYURVEDA experience

### **How we use this information**

Developing a better understanding of people we work with allows us to make better decisions about how to communicate our work more efficiently. We use your personal contact information to communicate directly with you, with information which we think will be of interest to you. From time to time this may include information from organisations whom we are working in partnership with. We use your personal contact information to distribute newsletters and information about upcoming events using Mailchimp and Google Forms as our marketing automation platform. We use your feedback from our activities to evaluate, assess quality and to improve and develop KRIYA AYURVEDA. We use statistical data from our social media platforms to track the effectiveness of our marketing and how our website is used. We use anonymised information to create reports for partners and funders. This includes but is not limited to geographical, age related and social reports. We use anonymised information to create reports to measure how effective our marketing is and to understand more about how people regard our work. We use information you give us in order to fulfil a request you have made to us which may include sending you information about our company and services.

### **How we share your information**

We do not sell, rent or share personal data to third parties for the purpose of marketing.

### **Legitimate Interests**

The term 'legitimate interests' applies to the business interests that we as an organisation have in collecting, holding and processing your personal data. These do not supersede your personal rights and interests.

Our legitimate interests are:

- Direct marketing to you regarding KRIYA AYURVEDA activities and opportunities relevant to you.
- Maintaining a relationship with you as a client, partner organisation, donor, funder, stakeholder, community group, supplier, venue, education centre, business or media

- Sending you information about other events that we think KRIYA AYURVEDA supporters might be interested in.

## **Photography**

We take photographs at our events to showcase our work so photography is a part of our 'legitimate interests' to market our work. The most common ways in which we use our photographs include our website, press, social media and reporting to stakeholders and funders. All images are stored on secure, password protected computers only accessed by staff who have legitimate business. The latest released updates from our software and network providers are applied to our systems which ensure their continued security. However, no company or system can guarantee complete security as this can be affected by unknown, outside factors.

## **How we store your information**

Your personal hard copy records are stored in a locked cabinet only accessible to KRIYA AYURVEDA staff for legitimate business. Your personal information used for our emailing database is stored on our secure, password protected network and only accessed by KRIYA AYURVEDA staff for legitimate business. Some information will be held on a third-party database (Mailchimp) which we are confident is secure and their Privacy Policy is available to view online. The latest released updates from our software and network providers are applied to our systems which ensure their continued security. However, no company or system can guarantee complete security as this can be affected by unknown, outside factors.

## **How long will we store your information**

Your personal records will be stored for eight years and we will keep your emailing data for as long as it is relevant and appropriate to our legitimate business usage as outlined above. We believe it is reasonable to obtain new consent to holding personal data every 5 years, so that individuals can re-evaluate how and why their data is held by us. The next time we will be asking for your consent will be May 2023.

## **What are your options, rights to access, changes or removal of your information**

- You do not have to provide your personal information to us but please be mindful that limited information may hinder our ability to provide our full wholistic healthcare service.
- You do not have to provide us with evaluation data, and if you do, you can anonymise it.
- You have the right to a copy of the information we have collected from you.
- Additionally, you are entitled to have inaccurate personal data rectified or destroyed.
- You have the right to remove your personal information by 'opting out' at any time, by either clicking on the unsubscribe link at the bottom of emails or newsletters or contact us by email: [kriya@kriyaayurveda.co.uk](mailto:kriya@kriyaayurveda.co.uk) or write to: Ikhaya, Priory Road, Forest Row, RH185HP
- You have the right to ask any questions or to lodge a complaint about our use of your personal data by contacting us on [kriya@kriyaayurveda.co.uk](mailto:kriya@kriyaayurveda.co.uk) or contacting the Information Commissioners Office at [www.ico.org.uk](http://www.ico.org.uk) or telephone 0303 123 1113.

We welcome any amendments you suggest. It is our obligation to keep any data we collect as accurate as reasonably possible and in accordance with GDPR. For more information about your individual rights please contact [www.ico.org.uk](http://www.ico.org.uk)

## **Policy Logistics**

We may change this Privacy Policy from time to time. If we make any significant changes in the way we treat your personal information, we will make this clear on the KRIYA AYURVEDA website.

Policy adopted on: May 19, 2018 by Kim Kriyasagar Leys.