

PRIVACY POLICY

Online healthcare, diagnostics and treatment services

Company	HORMONAL HARMONY CLINIC LONDON LIMITED
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Contents

1. Introduction
2. Who we are
3. Key definitions
4. What this Privacy Policy covers
5. The types of personal information we collect
6. How we collect your personal information
7. How we use your personal information
8. Our lawful bases for processing personal data
9. Special category health data
10. Website visitors
11. Social media users
12. Suppliers and business contacts
13. Who we share your personal information with
14. International transfers
15. How we protect your information
16. Cookies and similar technologies
17. Third-party links
18. How long we keep personal information
19. Marketing communications
20. Your data protection rights
21. How to exercise your rights
22. Complaints
23. Changes to this Privacy Policy

1. Introduction

At **HORMONAL HARMONY CLINIC** we are committed to protecting your privacy and handling your personal information responsibly, lawfully and transparently.

We provide online healthcare, wellbeing, diagnostic and treatment-related services through our website, digital platforms and clinical partners. In order to deliver these services safely, we may need to collect and use personal information about you, including information relating to your health.

This Privacy Policy explains what information we collect, why we collect it, how we use it, who we may share it with, how long we keep it, and the rights you have in relation to your personal data.

Please read this policy carefully before using our website or services. By creating an account, booking a consultation, completing an assessment, purchasing a service, contacting us, or otherwise providing information to us, you acknowledge that your personal information will be handled in accordance with this policy.

Our services are intended for adults aged 18 and over. We do not knowingly provide our services to, or collect personal data from, children.

2. Who we are

For the purposes of UK data protection law, **[Company Name]** is the organisation responsible for deciding how and why your personal information is used. This means we act as the “data controller” for the personal information we collect and process.

Company name	HORMONAL HARMONY CLINIC LONDON LIMITED
Company number	15739188
Registered address	Rex Buildings, Alderley Road, Wilmslow, England, SK9 1HY
Contact email	ferenckovari (at) hormonalharmonyclinic (dot) co (dot) uk
Data Protection Officer / Privacy Lead	Dr Ferenc Kovari

In this policy, when we use the words “we”, “us”, “our” or “the Company”, we mean **[Company Name]**.

Where your care is provided by independent clinicians, pharmacies, laboratories, technology providers or other healthcare partners, those organisations may also act as separate data controllers for the information they process. Where relevant, they will provide their own privacy information.

3. Key definitions

Personal data: information that identifies you, or could reasonably be used to identify you, either directly or indirectly.

Health data: information about your physical or mental health, medical history, symptoms, test results, diagnoses, treatment, prescriptions, consultations, lifestyle factors, or other information used to assess your suitability for healthcare services.

Customer / Patient: an individual who creates an account, completes an assessment, books a consultation, purchases a service, receives medical advice, undergoes testing, or receives treatment through us.

Website visitor: someone who browses or uses our website, whether or not they create an account.

Supplier: an individual or organisation that provides goods or services to us.

Special category data: sensitive personal data under data protection law, including health data.

4. What this Privacy Policy covers

This policy applies to personal information we collect when you:

- visit or use our website;
- create an account with us;
- complete an online questionnaire, assessment or medical form;
- book or attend a consultation;
- order tests, diagnostics, products, medication or treatment services;
- contact our customer support or clinical teams;
- communicate with us by email, phone, video consultation, chat, web form, social media or other channels;
- subscribe to marketing updates or request information from us;
- provide feedback, reviews, testimonials or participate in research or service improvement activities;
- interact with our social media pages or advertising;
- provide services to us as a supplier, contractor or business contact.

This policy does not apply to third-party websites that may be linked from our website. Those websites are responsible for their own privacy practices.

5. The types of personal information we collect

Depending on how you interact with us, we may collect and process the following categories of personal data.

5.1 Identity information

- first name and surname;
- date of birth;
- gender or sex, where relevant to the service;
- account username or user ID;
- password or login credentials;
- proof of identity, where required;
- company name and job title, where relevant.

5.2 Contact information

- email address;
- telephone number;
- postal address;
- billing address;
- delivery address;
- emergency or nominated contact details, where relevant;
- social media or professional networking contact information, where you provide it or where it is publicly available.

5.3 Medical and health information

Because we provide healthcare-related services, we may collect information such as:

- current symptoms;
- medical history;
- family medical history;

- medication history;
- allergies;
- lifestyle information relevant to treatment, such as sleep, exercise, diet, alcohol use, smoking or stress;
- information submitted through health questionnaires or assessments;
- consultation notes;
- clinical observations;
- diagnoses;
- treatment plans;
- prescription information;
- laboratory results;
- diagnostic test results;
- photographs, where clinically necessary;
- information about side effects, treatment response or follow-up outcomes.

Health information is treated with particular care and is only used where there is a lawful basis and a valid condition under data protection law.

5.4 Assessment and consultation information

This may include information you provide when completing online forms, medical questionnaires, suitability assessments, consent forms or consultation records. It may include both general personal data and health data.

5.5 Financial and payment information

- billing details;
- payment confirmation;
- transaction references;
- purchase history;
- subscription or plan information;
- refund records;
- bank details where we need to pay you as a supplier.

We do not usually store full card details ourselves. Payment information may be processed by secure third-party payment providers.

5.6 Transaction and service information

- products or services ordered;
- appointment bookings;
- consultation history;
- test orders;
- prescriptions;
- delivery details;
- communications relating to your account, orders or treatment;
- customer support records.

5.7 Technical and website information

When you use our website, we may automatically collect technical information such as:

- IP address;
- browser type and version;

- device type;
- operating system;
- time zone and approximate location;
- pages viewed;
- time spent on pages;
- referral source;
- website navigation patterns;
- cookies and similar tracking technologies;
- error logs and security information.

5.8 Communication and marketing preferences

- whether you have opted in or out of marketing;
- your preferred communication channels;
- records of emails, calls, messages or chats;
- responses to surveys or feedback requests;
- advertising engagement information.

5.9 Audio, video and image information

Where consultations or service interactions take place by video, telephone, image upload or other digital means, we may process:

- your voice;
- your image;
- video consultation data;
- photographs you upload for clinical assessment;
- recordings, where permitted and where you have been notified.

We will only record consultations where this is lawful, necessary and clearly communicated to you.

6. How we collect your personal information

6.1 Directly from you

Most information we process is provided directly by you, for example when you:

- create an account;
- complete a health questionnaire;
- book a consultation;
- attend a consultation;
- upload documents, photographs or test results;
- make a purchase;
- contact us with a query;
- subscribe to updates;
- provide feedback or a review.

6.2 From healthcare partners and service providers

We may receive information from:

- clinicians;

- pharmacies;
- laboratories;
- diagnostic providers;
- payment processors;
- delivery partners;
- customer support platforms;
- software providers involved in providing our services.

6.3 Automatically through our website

When you visit our website, we may collect technical and usage information using cookies, pixels, analytics tools and similar technologies.

6.4 From public or professional sources

For suppliers, contractors, business contacts or professional partners, we may collect limited information from publicly available sources such as company websites, Companies House, LinkedIn or professional directories.

7. How we use your personal information

We use your personal information only where we have a lawful reason to do so. The purposes for which we may use your information include the following.

7.1 To create and manage your account

- register you as a user;
- verify and manage your account;
- keep your account secure;
- provide access to our services;
- maintain accurate records.

7.2 To assess suitability for treatment or services

- understand your symptoms and health goals;
- assess whether a service, diagnostic test or treatment may be suitable;
- identify risks, contraindications or reasons a treatment may not be appropriate;
- support clinical decision-making;
- enable clinicians to provide safe advice and care.

7.3 To provide consultations and clinical services

- arrange and conduct consultations;
- allow clinicians to review your case;
- prepare clinical notes;
- provide medical advice;
- issue prescriptions where clinically appropriate;
- monitor treatment progress;
- manage follow-up care;
- respond to clinical concerns or side effects.

7.4 To process orders, payments and deliveries

- process payments;
- confirm orders;
- arrange testing or treatment;
- supply products or services;
- deliver medication, test kits or other items;
- manage refunds, cancellations or subscription changes.

7.5 To communicate with you

- respond to enquiries;
- send appointment confirmations;
- provide service updates;
- send clinical or account-related messages;
- notify you of changes to your order, treatment, account or our terms;
- provide customer support.

Service-related messages are not marketing and may still be sent even if you opt out of promotional communications.

7.6 To improve our services

- improve our website and user experience;
- develop new services;
- monitor service quality;
- identify and fix technical issues;
- train staff;
- improve clinical pathways;
- understand customer needs.

Where possible, we use anonymised or aggregated data for these purposes.

7.7 For research, analysis and service development

We may use anonymised or aggregated data to support research, clinical audit, service evaluation and healthcare improvement. Where information is anonymised, it no longer identifies you.

We will not share identifiable health information for external research unless we have a lawful basis to do so, such as your explicit consent or another valid legal justification.

7.8 For marketing

Where permitted by law, we may use your contact details and marketing preferences to send information about our services, offers, educational content or updates.

You can opt out of marketing at any time by using the unsubscribe link in our emails or by contacting us directly.

7.9 For advertising and social media

We may use limited information to deliver or measure advertising on platforms such as Google, Facebook, Instagram, TikTok, LinkedIn or other digital channels.

Where social media platforms process your personal data, they may do so as independent or joint controllers. You should read the privacy policies of those platforms for more information.

7.10 For business administration and legal compliance

- maintain business records;
- manage contracts with suppliers;
- obtain insurance;
- keep accounting and tax records;
- prevent fraud;
- protect our legal rights;
- respond to complaints;
- comply with regulatory obligations;
- cooperate with regulators, courts or law enforcement where required.

8. Our lawful bases for processing personal data

Under UK data protection law, we must have a lawful basis for using your personal information. Depending on the purpose, we may rely on one or more of the following lawful bases.

8.1 Contract

We may process your personal information where it is necessary to provide services you have requested, such as creating an account, arranging consultations, processing orders or providing treatment-related services.

8.2 Legitimate interests

We may process your information where it is necessary for our legitimate business interests, provided those interests are not overridden by your rights and freedoms. This may include improving services, maintaining security, responding to enquiries, managing customer relationships and running our business effectively.

8.3 Consent

We may rely on your consent for certain activities, such as:

- sending certain types of marketing;
- using non-essential cookies;
- using testimonials;
- participating in optional research or feedback activities;
- processing certain information where explicit consent is required.

You may withdraw consent at any time, although this will not affect processing that took place before consent was withdrawn.

8.4 Legal obligation

We may process personal data where required to comply with legal or regulatory duties, including healthcare, tax, accounting, safeguarding, prescription, professional, regulatory or reporting obligations.

8.5 Vital interests

In rare situations, we may use or share information where necessary to protect someone's life or prevent serious harm.

9. Special category health data

Health data is classed as "special category data" under data protection law and receives additional protection.

Where we process your health data, we will usually do so because it is necessary for healthcare purposes, including:

- preventive or occupational medicine;
- medical diagnosis;
- provision of healthcare or treatment;
- management of healthcare systems or services;
- clinical governance;
- maintaining safe and accurate medical records.

This processing will take place under the responsibility of healthcare professionals or under appropriate confidentiality obligations.

In some circumstances, we may process health data based on your explicit consent, for example for optional research, testimonials or other non-essential activities.

Because healthcare providers are often legally and professionally required to keep accurate medical records, you may not always have the right to have clinical records deleted, even if you stop using our services.

10. Website visitors

When you browse our website, we may collect technical and usage information to:

- make the website function properly;
- protect website security;
- understand how visitors use our site;
- improve content and layout;
- measure marketing performance;
- resolve technical problems.

Where we use non-essential cookies or analytics technologies, we will obtain consent where required.

If you complete a pre-consultation questionnaire or suitability assessment before creating an account, we may use the information you provide to assess whether our services may be appropriate for you and to take steps at your request before entering into a contract.

11. Social media users

If you interact with us on social media, we may process information such as your username, profile information, comments, messages, reactions, shares and engagement data.

We may use this information to:

- respond to your messages;
- manage our social media presence;
- understand engagement;
- improve communications;
- deliver or assess advertising.

Social media platforms may also collect and use your personal information for their own purposes. Please refer to the relevant platform's privacy policy.

12. Suppliers and business contacts

If you are a supplier, contractor, adviser or business contact, we may process your identity, contact, financial and transaction information to:

- communicate with you;
- negotiate and manage contracts;
- receive goods or services;
- make payments;
- maintain business records;
- comply with legal and regulatory obligations;
- protect our legal and commercial interests.

13. Who we share your personal information with

We only share personal information where necessary, lawful and appropriate. Depending on the services you use, we may share information with the following categories of recipients.

13.1 Clinicians and healthcare professionals

We may share your information with doctors, pharmacists, prescribers, nurses or other healthcare professionals involved in assessing, advising, prescribing or providing care to you.

These professionals may act as independent data controllers for the clinical decisions and records they are responsible for.

13.2 Pharmacies and dispensing partners

Where medication is prescribed, we may share relevant information with pharmacies or dispensing partners so that medication can be supplied, dispensed and delivered safely.

13.3 Laboratories and diagnostic providers

Where you order blood tests, diagnostic tests or other investigations, we may share relevant information with laboratories or diagnostic service providers so they can process tests and provide results.

13.4 Delivery and fulfilment providers

We may share your name, address, contact details and order information with delivery partners so that products, test kits, medication or other items can be sent to you.

13.5 Technology and service providers

We use trusted providers to support our operations, including:

- website hosting providers;
- cloud storage providers;
- payment processors;
- customer service platforms;
- email and SMS providers;
- booking systems;
- video consultation tools;
- analytics providers;
- cyber security providers;
- marketing platforms;
- data backup providers.

These providers are only permitted to use personal information for the services they provide to us and must keep it secure.

13.6 Professional advisers

We may share information with lawyers, accountants, auditors, insurers, consultants or other professional advisers where necessary for advice, compliance, insurance or business administration.

13.7 Regulators and public authorities

We may disclose personal information where required by law or regulation, including to healthcare regulators, data protection authorities, courts, law enforcement, tax authorities or safeguarding bodies.

13.8 Business transfers

If we sell, transfer, merge, restructure or reorganise all or part of our business, personal information may be shared with prospective or actual buyers, investors, advisers or successor organisations, subject to appropriate confidentiality protections.

14. International transfers

Some of our service providers may process personal information outside the United Kingdom. Where this happens, we will take steps to ensure your information receives an appropriate level of protection.

This may include relying on:

- UK adequacy regulations;
- International Data Transfer Agreements;
- Standard Contractual Clauses;
- the UK Addendum to EU Standard Contractual Clauses;
- other safeguards permitted by law.

You may contact us if you would like further information about the safeguards used for international transfers.

15. How we protect your information

We use appropriate technical and organisational measures to protect personal information against accidental loss, unauthorised access, misuse, disclosure, alteration or destruction.

These measures may include:

- access controls;
- secure systems and hosting;
- encryption where appropriate;
- staff confidentiality obligations;
- staff training;
- data minimisation;
- audit trails;
- secure backups;
- incident response procedures.

Access to personal information is restricted to individuals who need it for their role.

Although we take security seriously, no online system or electronic storage method can be guaranteed to be completely secure. You should also take care to keep your account details, passwords and devices secure.

If we become aware of a personal data breach that creates a risk to your rights and freedoms, we will take appropriate steps, including notifying you and/or the Information Commissioner's Office where required.

16. Cookies and similar technologies

Our website may use cookies, pixels, tags and similar technologies to:

- make the website work;
- remember your preferences;
- understand how users interact with our site;
- improve content and performance;
- support security;
- measure advertising effectiveness;
- personalise marketing where permitted.

You can manage cookies through your browser settings and, where available, through our cookie consent tool.

If you disable certain cookies, parts of our website may not work properly.

For more information, please see our separate Cookie Policy.

17. Third-party links

Our website may contain links to external websites, plug-ins or applications. We are not responsible for the privacy practices, content or security of third-party websites.

When you leave our website, you should read the privacy policy of the website or service you visit.

18. How long we keep personal information

We keep personal information only for as long as necessary for the purposes for which it was collected, including to meet legal, regulatory, clinical, accounting, tax, insurance or reporting requirements.

The period for which we keep information depends on factors such as:

- the type of information;
- the sensitivity of the information;
- the reason it was collected;
- clinical record-keeping requirements;
- legal limitation periods;
- regulatory obligations;
- whether the information is needed to resolve disputes or defend claims.

Health and clinical records may need to be retained for longer than ordinary customer records because of medical, regulatory and patient safety obligations.

Where personal information is no longer required, we will delete it, anonymise it or securely archive it in accordance with applicable law and our retention policies.

19. Marketing communications

We will only send marketing communications where we are permitted to do so.

You can ask us to stop sending marketing at any time by:

- clicking the unsubscribe link in our marketing emails;
- changing your account preferences, where available;

- contacting us directly at [Privacy Contact Email].

Opting out of marketing does not prevent us from sending important service, clinical, safety, transactional or account-related messages.

20. Your data protection rights

Subject to legal limitations and exemptions, you may have the following rights.

20.1 Right of access

You can ask for a copy of the personal information we hold about you.

20.2 Right to rectification

You can ask us to correct inaccurate or incomplete personal information.

20.3 Right to erasure

You can ask us to delete personal information in certain circumstances. However, this right is not absolute. We may need to retain some information, particularly clinical records, where required for healthcare, legal, regulatory or patient safety reasons.

20.4 Right to restriction

You can ask us to restrict the use of your personal information in certain circumstances.

20.5 Right to object

You can object to certain types of processing, including direct marketing and some processing based on legitimate interests.

20.6 Right to data portability

You may have the right to receive certain information you provided to us in a structured, commonly used and machine-readable format.

20.7 Right to withdraw consent

Where we rely on consent, you can withdraw that consent at any time. This will not affect processing that took place before withdrawal.

20.8 Rights relating to automated decision-making

You may have rights in relation to decisions made solely by automated means where those decisions have legal or similarly significant effects.

21. How to exercise your rights

To exercise any of your rights, please contact us at: **[Privacy Contact Email]**

We may need to verify your identity before responding to your request. This is to protect your information and ensure it is not disclosed to someone who is not entitled to receive it.

We aim to respond to valid requests within one month. If your request is complex or you have made multiple requests, we may need more time. If so, we will let you know.

You will not usually have to pay a fee. However, we may charge a reasonable fee or refuse to respond where a request is clearly unfounded, excessive or repetitive.

22. Complaints

We hope to resolve any privacy concern directly with you. Please contact us first at: ferenckovari (at) hormonalharmonyclinic (dot) co (dot) uk

You also have the right to complain to the UK data protection regulator:

Information Commissioner's Office

Website: www.ico.org.uk

23. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our services, technology, legal obligations or data processing practices.

The latest version will be published on our website. Where changes are significant, we may take additional steps to notify you.

Last updated: 01.05.2026

Please ensure that the personal information you provide to us remains accurate and up to date. Let us know if your details change during your relationship with us.

Document note: Replace all bracketed placeholders before publication and confirm the final data flows, clinical providers, processors, retention periods and contact details.