

AfsFH Privacy Notice

1. Purpose of this Privacy Notice

This Privacy Notice fulfils the Association for Solution Focused Hypnotherapy's obligation to inform individuals about their data rights and how their data is collected, stored, and processed in accordance with the UK General Data Protection Regulation (GDPR). The Association for Solution Focused Hypnotherapy (AfsFH) is the Data Processor and Data Controller for data utilised by the organisation. This Privacy Notice applies to the collection, storage, and processing of data from members of the public.

Individuals wanting to apply to join, upgrade, or renew membership with the AfsFH will need to give their consent for their data to be collected, stored, and processed in accordance with the AfsFH Privacy Policy for Members, which is available at www.afsfh.com.

Terms of reference:

This Privacy Notice refers to the AfsFH as 'us' or 'we'. Members of the public are referred to as 'you' or 'your'.

2. Purpose for processing data

The AfsFH collects data for the following purposes:

- To process, administer, and maintain information about its members.
- To communicate with members about their membership, and the work of the AfsFH.
- To respond to enquiries, feedback, requests, or complaints from members of the public.

3. Collecting data from the public

- The AfsFH respects your rights to privacy and confidentiality and will only utilise data that you provide to us. If members of the public contact the AfsFH or members of the Association Executive by post, via email, or by using the contact form on our website, you give your consent for your contact details (this can include your name, contact telephone number and email address) to be collected, stored and processed by us for the legitimate purposes of responding to your enquiry or complaint in accordance with this Privacy Notice.
- If you contact us online, your details will be processed electronically through our website software and sent electronically to the appropriate member of the Association Executive for processing.
- Every effort will be made to ensure the security of any information or data you provide via our website or via email, although 100% security cannot be guaranteed using electronic means.

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4. Processing of data from the public

- The AfSFH will only process data from the Public for the purposes of responding to an enquiry, feedback, or complaint. Once an enquiry or complaint has been resolved or closed, no further processing of data will take place.
- In the case of receiving feedback or a complaint from an individual ('initiating individual') we may create an electronic file containing the details and correspondence relating to this. Such a file will be encrypted, and password protected and access to such a file strictly limited to maintain confidentiality. Such a file would normally contain the identity and contact details of the initiating individual and any other individuals involved.
- We usually have to disclose the identity of the initiating individual to whoever the feedback or complaint is about. If an initiating individual does not want their identifying information to be disclosed, we will try to respect this. However, it may not be possible to handle feedback or a complaint on an anonymous basis. Please also refer to the AfSFH Standards Enquiry Procedure.

5. Storage and retention of data from the public

- Our aim is to only utilise and store data for as long as strictly necessary. For simple enquires from members of the public, we will endeavour to delete/erase any relating data within 12 months of the enquiry being resolved.
- In the event of dealing with a complaint, we will keep personal information contained in electronic files securely, with restricted access and for a duration in line with regulatory standards, for a maximum for seven years. After this time, all records will be erased, and any paper copies securely destroyed.

6. Your rights

In accordance with the GDPR, you have the following rights concerning your data:

- You have the right to request access to the data the AfSFH holds about you by writing to us ('right to access'). If requested, this information will be shared with you within 30 calendar days.
- You have the 'right to rectification' – if you believe that any of the information the AfSFH holds about you is out of date or incorrect you have the right to ask us to amend this.
- Your data will not be shared with any third parties unless you request that we do so, or you provide us with your consent – this is known as your 'right to portability'.
- You have the 'right to be forgotten' – should you choose to withdraw your enquiry to the AfSFH, you have the right to request we erase all your details from our files (electronic and hard copy) within 30 calendar days. This does not apply in certain circumstances, for example, your details will not be erased in the event of an ongoing complaint or dispute.
- You have the right to withdraw your consent to the processing of your data as outlined in this Privacy Notice ('right to withdraw').

7. UKGDPR (2026) update

You have the right to complain

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If you have any concerns about the way your personal information has been handled you have the right to complain.

How do you make a complaint?

Submit your complaint in writing via email to the Head of Professional Standards using the email address: standards@afsfh.com

Please include:

- Your identifying information including your full name.
- Your contact details
- A full description of your concern including any relevant dates and information
- Any supporting evidence
- Information on how you would like to be contacted

How is your complaint responded to?

- Your complaint will be acknowledged within 5 working days (provision will be made in the event of the absence of the Head of Professional Standards)
- We may ask for further information in order to confirm your identity
- We will conduct a thorough, fair and timely investigation of your complaint
- Confidentiality will be maintained throughout the complaints process
- You will be informed of progress and the outcome will be explained in full.
- You should expect an outcome within 30 days (from the day after the receipt of the complaint)
- In the event of a complex complaint, we may need more time and we will advise you

What happens after your complaint has been reviewed?

After reviewing your complaint, we will:

- Explain what happened
- Address any issues identified
- Take appropriate steps to resolve the matter
- Inform you of any actions taken

What happens if you are unhappy with the outcome?

If you are dissatisfied with outcome of your complaint, you have the right to inform the Information Commissioners' Office (ICO)

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

Telephone: 0303 123 1113

We encourage you to contact us first so we can try to resolve your concern.

If you have any questions or concerns about how the AfSFH uses or processes your data, you can contact us by writing to us at our Registered address below or by sending an email to: info@afsfh.com. You also have the right to complain to the ICO if you feel your data has been used inappropriately and can find further information about GDPR on the ICO website: <https://ico.org.uk>.

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