

altnutr Privacy Policy

1. Introduction

This Privacy Policy explains how **altnutr** collects, uses, and protects personal information when you use the website or engage with services provided by the business.

Business name: altnutr

Contact email: rhianna@altnutr.co.uk

Business address: Office 17984, 182-184 High Street North, East Ham, London, E6 2JA

altnutr is committed to protecting your personal data and handling it responsibly in accordance with the **UK General Data Protection Regulation (UK GDPR)** and applicable data protection laws.

2. Information We May Collect

When you interact with the website or use altnutr's services, the following categories of personal information may be collected:

- **Contact information** (such as your name and email address)
- **Client intake information** submitted through the website's enquiry form or pre-consultation questionnaire
- **Lifestyle and nutrition-related information** relevant to consultations
- **Health-related information** voluntarily provided to help tailor nutritional guidance
- **Communication records** including emails, instant messaging communications and client notes taken during and after 1:1 sessions
- **Technical data** such as website usage information or IP address

Some of the information you provide may include **health-related information**, which is considered special category personal data under UK GDPR.

3. How Your Information Is Collected

Information may be collected when you:

- Submit a contact form on the website
- Submit your information through the pre-consultation questionnaire (via Microsoft Forms) or shared forms (Google Sheets)
- Attend a service (1:1 or group-based) and client notes are made
- Communicate via email or instant messaging services including social media platforms

4. How Your Information Is Used

Your personal information is used for legitimate business purposes, including:

- responding to enquiries
- providing consultations or services
- preparing personalised guidance
- managing bookings and client communication
- maintaining client records
- sending relevant updates where consent has been given
- improving website functionality and services

Your information will **never be sold to third parties**.

5. Legal Basis for Processing

Under UK GDPR, personal data is processed on the following legal bases:

- **Consent** – where you voluntarily provide information or subscribe to communications
- **Contract** – where information is required to deliver agreed services
- **Legitimate interests** – for responding to enquiries and managing business operations

Where health-related information is processed, it is done with your **explicit consent** for the purpose of providing nutrition & health guidance.

6. Data Storage and Security

Client information may be stored using secure digital tools and platforms, including Microsoft Forms & Google Sheets, and email.

Reasonable technical and organisational measures are taken to protect personal data from unauthorised access, loss, or misuse.

7. Data Retention

Personal data is retained only for as long as necessary to:

- Provide services
- Maintain appropriate business records
- Comply with legal or regulatory obligations

When information is no longer required, it will be securely deleted or anonymised.

8. Sharing of Information

Personal data may be shared with trusted third-party service providers where necessary for business operations, such as:

- Email providers
- Booking or scheduling platforms
- Secure cloud storage providers; these providers are required to handle personal data securely and in accordance with applicable data protection laws

Personal data will **not be sold or shared for marketing purposes**.

9. Your Data Protection Rights

Under UK data protection law, you have the right to:

- Request access to your personal data
- Request correction of inaccurate information
- Request deletion of your data in certain circumstances
- Withdraw consent where processing is based on consent
- Object to certain types of data processing

Requests can be made by contacting **rhianna@altnutr.co.uk**.

10. Complaints

If you believe your data has been handled improperly, you have the right to lodge a complaint with the **Information Commissioner's Office (ICO)**.

11. Updates to This Policy

This Privacy Policy may be updated periodically to reflect changes in legal requirements or business practices. The most recent version will always be available on this page.

Last updated: 15 March 2026.