

Privacy Notice For Service Users

Address: Innovating Minds Digital Ltd 10 Wrens Court, 48 Victoria Road, Sutton Coldfield, B72 1SY

Tel: 0121 820 0313

Email: info@innovatingmindsgroup.com

Website: <https://www.innovatingmindsgroup.com/>

ICO Registration: ZB947741

Company Registration: 12046875

This policy was endorsed on 20th August 2025.

This policy will be reviewed no later than 14th August 2027.

Introduction

At Innovating Minds, we are committed to protecting your personal data and privacy. To provide our services effectively, we may need to collect certain personal information from you. This allows us to understand your needs and deliver the appropriate support. We will always seek your consent where required and ensure that your data is handled lawfully, fairly, and transparently throughout your engagement with us.

Personal data processing shall always be in line with the UK General Data Protection Regulation (UK GDPR), and in accordance with the UK specific legislation applicable to company law and Public Health Authorities.

This Privacy Notice is to inform the public why we collect and process data and data subjects' rights relating to the collection and processing of personal data.

What types of information we have?

Innovating Minds delivers training and clinical support to education, health, social care and community settings to provide access to early help. Our services are made available to any contacts within the education, health, social care, and community organisations.

Therefore, we will require the following.

- Name
- Address
- Telephone / Mobile
- Email address
- Overall details as to what service they require.

This information will allow us to start the process, as we would have to identify which service is required. We will always aim to provide excellent service regardless of whether you are a new service user or an existing service user.



Once we have confirmed as to what service is required then further information will be needed, this can consist of the following:

- Date of birth / Age
- Gender
- Ethnicity
- Home address
- School address
- Health matters
- Next of kin details
- Consent forms
- Attendance Records
- Notes from meeting
- Any other clinical and educational information

All the information will allow us to carry out a specific service efficiently. Should any of the information be missing for whatever reason then this may hinder the outcome of the service.

How We Receive Information

As an established organisation, Innovating Minds receives information through a variety of channels, reflecting the broad reach of our services and communications. We promote our services and engage with individuals and organisations through:

- Social media platforms: X (formerly Twitter), Facebook, LinkedIn, TikTok, Threads, Instagram, and YouTube
- Online web chat
- Webinars and conferences
- Our website and newsletters
- Editorials and feedback forms

In addition, we receive authorised information from trusted professionals and partners, including:

- Medical professionals
- Schools and referral platforms
- Teachers, headteachers, and other educational staff
- Specialist teams and expert networks
- Professional recommendations

We actively raise public awareness to ensure individuals and organisations can easily find and contact us. You can reach us via telephone, email, text message, or in person.

Once an individual engages with our services, we collect the necessary information directly from them to arrange a consultation with one of our team of experts.

Our Lawful Basis

We have a 'duty of care' to all service users that have given us permission to provide specific support at their request.



Our legitimate interest is based on our service user need for our support which we are accountable for, due to our compliance agents providing us with the key documentation or entered on our portal system. We have a duty to complete the document fully and to store your information securely.

Consent and Your Rights

Where we rely on your consent to process personal data, we will ensure that this consent is freely given, specific, informed, and unambiguous. You have the right to withdraw your consent at any time. If you wish to do so, please contact us using the details provided in this notice. Withdrawal of consent will not affect the lawfulness of processing based on consent before its withdrawal.

Processing Special Category Data

As part of our services, we may collect and process special category data, such as health information, ethnicity, and gender. We do this under Article 9(2)(h) of the UK GDPR, which permits processing necessary for the provision of health or social care. Where required, we will also obtain your explicit consent to process this data, in line with Article 9(2)(a).

Your information will only be shared if:

- You provide us with written permission.
- Your doctor requests a copy.
- It is for legal reasons.
- It is for safeguarding reasons.
- You would like to know what information we have regarding the service you have received.
- Our industry regulators have requested to review service user file regarding a specific query.

We would deem that the information is a legal requirement as clinical support affects your health and wellbeing. Your health and wellbeing are important to us so the information will allow us to deliver the right support safely and within the healthcare guidelines.

What do we do with the information?

With the information that we have from you, once we have provided our service(s), we may:

- Ask you to complete feedback form.
- Inform you of any additional services.
- Keep you informed if there has been an advancement in the way we provide our support.
- Use it to respond to questions / queries.
- Used for engagement sessions.
- Share with other qualified clinical staff.
- Process your new or current request(s).
- Inform of you of any delays/ changes.
- Arrange location (from your home or alternative address).
- Provide invoice / receipt.
- Share information with other internal Health Professionals.
- Share with HMRC or any other regulatory organisation(s)

As part of our daily duties, we use specific cloud based platforms to monitor staff and services users progress. The information stored will allow us to provide you with correct service and to ensure that you have been supported accordingly.



We may share your personal data with trusted third parties for the following purposes:

- Clinical care: Doctors, nurses, and other qualified clinicians involved in your support. Any other medical authorities
- Safeguarding: Safeguarding consultants and relevant authorities where there is a risk of harm, Next of Kin.
- Financial transactions: Accountants, Debt recovery agencies, Stripe Visa Payment Services for secure payment processing (Stripe Privacy Policy). - <https://stripe.com/gb/privacy>
- Legal and regulatory compliance: Legal professionals, law enforcement, HMRC, and our regulators
- Operational support: Internal contractors, web developers, and CRM platform providers.
- Marketing and communications: External marketing companies or marketing platform(s). Social media authorities

We ensure that all third parties are contractually bound to protect your data and only use it for the specified purposes.

Cookies

The website uses cookies to monitor and track the performance of what clients are looking for. The cookies do not collect client information, but it does track the pages being viewed and whether you repeatedly visit the same page. Also, it can be identified as to whether the website is user friendly and highlight where we can improve overall or the specific web page. However, we do give you the opportunity to decline or accept whether we can monitor the performance of our website.

How we store your information

At Innovating Minds, we take the security and confidentiality of your personal data seriously. All service user and supplier information is stored securely within cloud-based Customer Relationship Management (CRM) systems. These systems are password-protected and accessible only to authorised members of our management team.

We have implemented robust technical and organisational measures to safeguard your data against accidental loss, unauthorised access, misuse, or disclosure.

We retain personal data only for as long as necessary to fulfil the purposes for which it was collected, or as required by law or regulatory bodies. Specifically:

- **Service user data** is retained for the duration of your engagement with us. If you no longer use our services, your data will be securely deleted within seven years, unless it is required for legal, safeguarding, or regulatory reasons.
- **Financial records** are retained for at least seven years to comply with HMRC requirements, unless they are involved in legal proceedings or investigations.

We also operate a structured data disposal schedule to ensure that outdated or irrelevant information is regularly reviewed and securely deleted. However, we take a cautious approach to deletion where data may be needed for future investigations or legal matters.

You may request the deletion of your personal data at any time, and we will assess your request in line with our legal obligations and data retention policies.



Your data protection rights

Under data protection law, you have rights including:

- **Your right of access** - You have the right to ask us for copies of your personal information.
- **Your right to rectification** - You have the right to ask us to rectify information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.
- **Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.
- **Your right to restriction of processing** - You have the right to ask us to restrict the processing of your information in certain circumstances.
- **Your right to object to processing** - You have the right to object to the processing of your personal data in certain circumstances.
- **Your right to data portability** - You have the right to ask that we transfer the information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights, however for any duplications you may incur a charge. If you make a request, we have one month to respond to you.

How to complain

10 Wrens Court, 48 Victoria Road, Sutton Coldfield, B72 1SY

Tel: 0121 820 0313

Email: info@innovatingmindsgroup.com

Contact: FAO: Dr Asha Patel – Data Protection Officer

NB: We would ask that you contact us first so we can address the issue or concerns and resolve it swiftly.

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

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

Helpline number: 0303 123 1113

Innovating Minds may change this policy from time to time. This may be necessary, if the law changes, or if we change our business in a way that affects your personal information.

