



Privacy Notice

Fiona Brown IBCLC

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1. About this Privacy Notice

This Privacy Notice explains how Fiona Brown IBCLC collects, uses, stores and protects personal information when providing lactation consultations and related services.

I take the privacy and confidentiality of my clients seriously and handle personal information in accordance with applicable UK data protection legislation.

2. Who is responsible for your information?

Fiona Brown IBCLC is responsible for the personal information processed in connection with the services I provide.

I am registered with the **Information Commissioner's Office (ICO)** in relation to my data protection responsibilities.

3. What information may I collect?

Depending on the service you receive, I may collect information about you and your baby, including:

- your name and contact details;
- your address for the purposes of a home visit;
- your baby's name and date of birth;
- relevant pregnancy, birth and feeding history;
- relevant maternal and infant health information;
- information about your feeding concerns and goals;
- infant weight information where relevant;
- consultation notes;
- feeding assessments;
- care plans and recommendations;

- correspondence with you and, where appropriate, other healthcare professionals; and
- photographs, videos or recordings only where you have provided separate consent for these to be taken.

I aim to collect only information that is relevant and necessary to provide safe and appropriate lactation support.

Health information is treated as **special category personal data** and is subject to additional legal protection.

4. How I use your information

I may use your information to:

- provide lactation and feeding support;
- understand your and your baby's individual circumstances;
- assess feeding concerns within my professional scope;
- maintain accurate clinical records;
- provide consultation summaries, care plans or recommendations;
- arrange and manage appointments;
- communicate with you about your care;
- support appropriate referrals;
- communicate with healthcare professionals involved in your or your baby's care where appropriate;
- meet professional, legal and insurance requirements;
- deal with complaints, claims or legal matters where necessary; and
- maintain appropriate professional records and standards.

I will not collect or use more information than is necessary for these purposes.

5. Lawful basis for processing

I process personal information using the lawful basis or bases applicable to the particular purpose.

Depending on the circumstances, this may include processing that is necessary to provide the service you have requested, fulfil legal or professional obligations,

protect vital interests, or for another lawful purpose permitted under UK data protection law.

Where I process health information, additional requirements apply because health information is special category data.

I will maintain appropriate records of the lawful bases and special category conditions relied upon for my processing activities.

The ICO advises health and social-care providers to identify their lawful bases and additional conditions for processing special category data and to explain these appropriately in their privacy information.

6. Who may receive your information?

Your information will normally only be accessed by Fiona Brown IBCLC and appropriate service providers used to operate my practice.

Where appropriate and necessary for your care, relevant information may be shared with:

- your GP;
- your midwife;
- your health visitor;
- your baby's paediatrician;
- your dentist or other appropriate healthcare professional; or
- another professional or organisation where disclosure is required or permitted by law.

Where possible, I will discuss information sharing with you beforehand.

I will not sell your personal information.

7. Electronic systems and service providers

I may use trusted electronic service providers to manage bookings, email, documents, payments and clinical records.

I will take appropriate steps to ensure that personal information is protected and that service providers process information appropriately.

Where a service provider processes information on my behalf, I will ensure that appropriate contractual and security arrangements are in place.

The ICO notes that using cloud storage, email and other service providers involves sharing personal information with those providers and that businesses should understand where information is stored and whether information is transferred outside the UK.

8. Security

I take appropriate technical and organisational measures to protect your personal information from unauthorised access, loss, misuse, alteration or disclosure.

This includes appropriate access controls and security measures for electronic systems used to store or transmit your information.

9. How long will I keep your information?

I retain clinical records for the period required by applicable legal, professional and insurance requirements.

Clinical records retention period: 25 years

I will review my retention arrangements periodically and securely delete or destroy information when it is no longer required.

10. Confidentiality and exceptional disclosure

I respect your confidentiality and will normally only share information for appropriate care, professional or legal purposes.

There may be circumstances where I need to share information without your permission where this is required or permitted by law, including circumstances involving safeguarding or a serious and immediate risk to you, your baby or another person.

11. Your data protection rights

Depending on the circumstances and the lawful basis for processing, you may have rights including:

- the right to be informed about how your information is used;
- the right to request access to personal information I hold about you;
- the right to request correction of inaccurate information;
- the right to request erasure in certain circumstances;
- the right to request restriction of processing in certain circumstances;

- the right to object to certain processing; and
- the right to data portability in certain circumstances.

These rights are not absolute and may be subject to legal exceptions.

If you would like to exercise one of your rights, please contact me using the details above.

12. Marketing

Your clinical information will not be used for marketing purposes.

Receiving a consultation does not automatically add you to a marketing mailing list.

If I wish to send you marketing communications, I will do so only where permitted under applicable law and where an appropriate lawful basis exists.

13. Complaints

If you have concerns about how I have handled your personal information, please contact me in the first instance so that I can try to resolve your concerns.

You also have the right to complain to the **Information Commissioner's Office (ICO)**.

ICO website: <https://ico.org.uk/>

14. Review of this Privacy Notice

I will review this Privacy Notice regularly and update it when there are significant changes to my services, systems, legal requirements or how I process personal information.

Last reviewed: 12/08/2026