



Privacy Notice

Ripl (part of What Works Psychology Limited)

Effective Date: 09/06/2025

Contact Details

Business Name: What Works Psychology Limited

Brand Name: Ripl (operated by What Works Psychology Limited)

Registered Address: Twelve Quays House, Egerton Wharf, Wirral, United Kingdom, CH41 1LD

Email: contact@whatworkspscychology.co.uk

Summary

We collect only the information necessary to run our website, deliver our services, and respond to your enquiries. Your records are confidential and stored securely. You can access or request changes to your data at any time by contacting us.

The Type of Personal Information We Collect

Information you provide directly, such as when you:

- Schedule an appointment (online or in person)
- Complete intake forms
- Participate in sessions (online or in person)
- Communicate with us via email, phone, or our website contact form
- Provide feedback or testimonials

Information collected automatically when you visit our website, including:

- IP address
- Browser type and version
- Operating system
- Referral source
- Pages visited
- Date and time of your visit

How We Get Your Personal Information and Why We Collect It

Most personal information we process is provided directly by you. This includes:



- When you complete a contact form on our website
- When you email or phone us with an enquiry
- When you engage in our services
- When you subscribe to free downloads or mailing lists

Indirect collection (if applicable): We may also receive information about you from other health or social care providers (e.g., a GP referral), but only with your consent or where legally permitted.

We use the information you provide to:

- Deliver and manage our services and assessments
- Maintain secure clinical records in line with HCPC and legal standards
- Contact you regarding appointments, reports, or services
- Share reports with other professionals (with your consent)
- Deliver free resources and respond to website enquiries
- Improve our services and website functionality

Legal Basis for Processing Your Data

- **(b) Contractual obligation:** To deliver services you have requested
- **(c) Legal obligation:** To meet record-keeping and safeguarding requirements
- **(f) Legitimate interest:** To respond to your enquiries and improve services

We process special category data (e.g., health information disclosed in sessions) under:

- **UK GDPR Article 9(2)(a)** - Explicit consent
- **UK GDPR Article 9(2)(h)** – Processing is necessary for the provision of health care or treatment.

Note: Clients are not required to provide marketing consent in order to receive our services. Our legal basis for processing client information is generally the provision of health care, and/or explicit consent.

Confidentiality

All client information, including clinical notes, is treated as confidential and stored securely using encrypted systems (WriteUpp). These records are only accessed by your treating psychologist or authorised What Works Psychology team members where clinically necessary.

When we may share your information: We only share client information with others in the following circumstances:



- **With your consent:** When you give explicit permission to share information with your GP, other healthcare providers, or relevant professionals
- **Legal requirements:** Where we are required by law to disclose information (e.g., court orders, legal investigations)
- **Safeguarding concerns:** Where we legitimately believe you or others may be at significant risk of harm
- **Professional obligations:** To meet our HCPC regulatory requirements for record-keeping and professional standards
- **Emergency situations:** Where immediate action is needed to protect life or prevent serious harm

In all cases, we follow the principle that "the duty to share information can be as important as the duty to protect confidentiality" and will only share the minimum information necessary for the specific purpose.

Data Sharing

We do not sell or rent personal information. We only share data with the following third-party providers where necessary:

- **DreamHost:** Website hosting services
- **WordPress:** Website platform
- **Cloudflare:** Domain management and security
- **WPForms & Jotform:** User enquiries and contact forms
- **SendFox:** Email signup and marketing
- **Google Drive:** Hosting free downloadable content
- **Microsoft Office:** Video conferencing and email communication
- **WriteUpp:** Encrypted clinical record-keeping and scheduling

These providers are bound by strict data processing agreements and only process your data according to our instructions.

How We Store and Protect Your Personal Information

Your data is stored using encrypted and secure cloud-based services. Client notes are stored in WriteUpp, a UK-based platform compliant with GDPR.

Data retention periods:

- **Client records:** 7 years after your last session (or until age 25 for clients under 18), in line with HCPC guidelines
- **Financial data:** 6 years for accounting and tax purposes
- **Enquiry data:** 6 months unless you engage our services
- **Marketing/newsletter data:** Until you withdraw consent or request deletion



When data is no longer required, we securely delete or anonymise it using secure deletion protocols.

Your Data Protection Rights

Under UK data protection law, you have rights including:

- **Access** – Request a copy of your personal data
- **Rectification** – Ask us to correct inaccurate or incomplete data
- **Erasure** – Request deletion of your data (in some circumstances)
- **Restriction** – Ask us to limit how your data is used
- **Objection** – Object to certain types of processing
- **Data Portability** – Ask for a portable copy of your data

You are not required to pay a fee to exercise your rights. We aim to respond within one month.

To exercise your rights, contact: contact@whatworkspychology.co.uk

Cookies

We use essential cookies for website performance. These do not collect personally identifiable data. You can manage cookies through your browser settings.

International Data Transfers

Some providers (e.g., Google) may transfer data outside the UK. All third-party services used by us ensure data transfers are protected by adequate safeguards such as Standard Contractual Clauses (SCCs).

How to Complain

If you are concerned about how we use your personal information, you can contact us at: contact@whatworkspychology.co.uk

If you are not satisfied, you can contact the Information Commissioner's Office (ICO):

Information Commissioner's Office

Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Rip!

 0303 123 1113
 www.ico.org.uk