

Data Protection and Privacy Policy

Healthia

Last updated: September 2025

This privacy policy applies between you, the User and Mace & Menter trading as Healthia.

Healthia takes the privacy of your information very seriously. This privacy policy applies to our use of any and all Data collected by us or provided by you in relation to our Business. Please read this data protection policy carefully.

Definitions and interpretation

In this privacy policy, the following definitions are used:

Data: collectively all information that you submit to Healthia. This definition incorporates, where applicable, the definitions provided in the Data Protection Laws;

Data Protection Laws: any applicable law relating to the processing of personal Data, including but not limited to the UK General Data Protection Regulation (UK GDPR), Data Protection Act 2018 (DPA 2018), and any national implementing laws, regulations and secondary legislation;

Special Category Data: personal data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, data concerning health, or data concerning a natural person's sex life or sexual orientation;

UK GDPR: the General Data Protection Regulation as it forms part of the law of England and Wales, Scotland and Northern Ireland by virtue of section 3 of the European Union (Withdrawal) Act 2018;

Healthia, we or us: Mace & Menter Ltd trading as Healthia, a company incorporated in England and Wales with registered number 08249700 whose registered office is at 16 Upper Street, Bristol, BS4 3BU.

User or you: any third party, client, potential client, research participant, service user, or Website user and is not either (i) employed by Healthia and acting in the course of their

employment or (ii) engaged as a consultant or otherwise providing services to Healthia Limited and accessing the Website in connection with the provision of such services;

Website: www.healthia.services and any sub-domains of this site unless expressly excluded by their own terms and conditions;

Business: Human-centered design consultancy specialising in health, care, public and third sector work, including NHS Prevention Programmes and related research and service design activities.

In this privacy policy, unless the context requires a different interpretation:

the singular includes the plural and vice versa;

references to sub-clauses, clauses, schedules or appendices are to sub-clauses, clauses, schedules or appendices of this privacy policy;

a reference to a person includes firms, companies, government entities, trusts and partnerships;

"including" is understood to mean "including without limitation";

reference to any statutory provision includes any modification or amendment of it;

the headings and sub-headings do not form part of this privacy policy.

Scope of this privacy policy

This privacy policy applies only to the actions of Healthia and Users with respect to our Business. That includes use of the Healthia website and participation in our research, design, and consultancy activities. It does not extend to any websites that can be accessed from this Website including, but not limited to, any links we may provide to social media websites.

For purposes of the applicable Data Protection Laws, Healthia is the "data controller". This means that Healthia determines the purposes for which, and the manner in which, your Data is processed.



Data Protection Officer

Our Data Protection Officer is Verity Whitmore who can be contacted at verity.whitmore@healthia.services.

Purpose of collection and lawful bases

Healthia Limited may collect Data in the course of delivering our Business to Users. This includes:

Personal Data collected:

Contact details (email addresses, phone numbers, postal addresses)

Professional information (job titles, organization details)

Communication records (meeting recordings, correspondence)

Research participation data (interview responses, survey data, user feedback)

Website usage data (automatically collected via our website)

Special Category Data where necessary for health-related research and service design

Lawful bases for processing:

Contract: processing is necessary for a contract we have with you, or because you have asked us to take specific steps before entering into a contract

Public Task: processing is necessary for the performance of a task carried out in the public interest.

Legitimate Interests: processing is necessary for our legitimate interests in providing consultancy services, improving our services, and maintaining client relationships

Consent: you have given clear consent for us to process your personal data for specific purposes (including website use and voluntary research participation)

Vital Interests: processing is necessary to protect someone's life (in emergency situations)



Special Category Data is processed under the following additional conditions:

Explicit consent for research participation

Processing for public health purposes in the public interest

Processing for healthcare provision and health service improvement

Processing necessary for archiving, research, or statistical purposes in the public interest

How we collect Data

We collect Data in the following ways:

Data is given to us by you directly

Data is collected automatically via our Website

Data is collected during research activities, interviews, and workshops

Data is provided by partner agencies for service delivery

Data is collected through user research and service design activities

Specifically, we may collect your Data:

When you contact us through the Website, by telephone, post, email or through any other means

When you participate in research interviews, surveys, or user testing

When you attend workshops, training sessions, or collaborative design sessions

When you use services we have designed or are evaluating

Via automatic collection through our Website using cookies and similar technologies

Through referrals from and partner agencies



Data sharing and third parties

We may share your Data with:

Government departments and public bodies where required for public task delivery

Technology service providers who process data on our behalf

Regulatory bodies where required by law

All data sharing is conducted under appropriate legal agreements including Data Sharing Agreements, Data Processing Agreements, and NHS Standard Contractual Clauses where applicable.

International transfers

Some of our technology service providers are based outside the UK. Where we transfer Data internationally, we ensure appropriate safeguards are in place:

Adequacy decisions where the destination country has been deemed to provide adequate protection

UK International Data Transfer Addendum (IDTA) to Standard Contractual Clauses

Binding Corporate Rules where applicable

Other appropriate safeguards as approved by the ICO

Keeping Data secure

We implement technical and organizational measures to safeguard your Data appropriate to the level of risk, including:

Technical measures:

Cyber Essentials certification

Encrypted data storage and transmission

Secure cloud platforms including Google Workspace, Microsoft 365, Slack and Miro.

Regular security updates and patch management



Access controls and authentication systems

Regular data backups and recovery procedures

Organisational measures:

Staff training on data protection and information security

Clear data handling policies and procedures

Regular security risk assessments

Incident response procedures

Clean desk and clear screen policies

Secure disposal of data and equipment

If you suspect any misuse, loss, or unauthorised access to your Data, please contact us immediately at verity.whitmore@healthia.services.

We report data breaches to the ICO and affected individuals as required by law.

Data retention

We retain Data for different periods depending on the purpose:

General business data: 7 years after the end of our business relationship

Project data : as agreed with each client at the beginning of the project.

Marketing communications: Until you unsubscribe or object

Financial records: 7 years for tax and accounting purposes

Your rights

You have the following rights in relation to your Data:



Right to access: request copies of the information we hold about you, or ask us to modify, update or delete such information. We will not charge for this unless your request is "manifestly unfounded or excessive."

Right to correct: have your Data rectified if it is inaccurate or incomplete.

Right to erase: request that we delete or remove your Data from our systems (subject to legal and contractual obligations for retention).

Right to restrict processing: "block" us from using your Data or limit the way we can use it.

Right to data portability: request that we move, copy or transfer your Data to another service provider.

Right to object: object to our use of your Data including where we use it for our legitimate interests or direct marketing.

Right to withdraw consent: where consent is our legal basis, you can withdraw consent at any time (this will not affect processing based on consent before withdrawal).

Rights regarding automated decision-making: we do not use purely automated decision-making or profiling that significantly affects you.

To exercise any of these rights, please contact our Data Protection Officer at verity.whitmore@healthia.services. Please note:

If you are not satisfied with how we handle your complaint, you may refer it to the Information Commissioner's Office (ICO). Contact details: <https://ico.org.uk/>

Cookies and website analytics

Our Website uses cookies and similar technologies to:

Ensure the website functions properly (essential cookies)

Analyze website usage to improve our services (analytics cookies)

Remember your preferences (functional cookies)

Essential cookies are necessary for the website to function and are enabled by default.



Analytics cookies help us understand how visitors use our website using Google Analytics. This data is anonymised and aggregated.

Functional cookies remember your preferences and choices to improve your experience.

You can manage cookie preferences through your browser settings. Disabling certain cookies may affect website functionality.

Links to other websites

Our Website may provide links to other websites. We have no control over such websites and are not responsible for their content or privacy practices. This privacy policy does not extend to your use of such websites. You are advised to read the privacy policy of other websites before using them.

Changes of business ownership and control

Healthia may expand or reduce our business, which may involve sale and/or transfer of control of all or part of Healthia Limited. Where relevant, Data will be transferred along with the business, and the new owner will be permitted to use the Data under the terms of this privacy policy, subject to appropriate legal safeguards.

We may also disclose Data to prospective purchasers of our business where necessary for due diligence purposes, under appropriate confidentiality arrangements.

We will take steps to ensure your privacy rights are protected during any business transfer.

Children's data

Where we work with children and young people (under 18) in our research or service design work, we obtain appropriate consent from parents/guardians and ensure all processing complies with the additional protections required for children's data under UK GDPR.

Complaints and concerns

If you have concerns about how we handle your personal data, please contact our Data Protection Officer first (verity.whitmore@healthia.services). We will investigate and respond to your concerns promptly.



If you remain unsatisfied, you can complain to the Information Commissioner's Office:

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

Phone: 0303 123 1113

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

Changes to this policy

We may update this privacy policy from time to time to reflect changes in law, our practices, or our services. When we make significant changes, we will notify you by:

Posting the updated policy on our Website

Emailing you if we have your contact details

Providing notice through our usual communication channels

Continued use of our services after changes indicates acceptance of the updated policy.

Contact us

For questions about this privacy policy or how we handle your Data:

Data Protection Officer: Verity Whitmore verity.whitmore@healthia.services

This policy is governed by the law of England and Wales. All disputes will be subject to the exclusive jurisdiction of the English and Welsh courts.

