



Privacy Policy (UK GDPR)

Effective date: 1 November 2025

Company: Lucid Health Group Limited (data controller)

Summary

We process your data to run our website, respond to enquiries, connect you to providers **when you ask us to**, and improve our services. We comply with the **UK GDPR** and the **Data Protection Act 2018**.

What we collect

- **Usage & device data:** IP address, pages viewed, time on page, approximate location, cookies/consent status, affiliate click IDs.
- **Contact data** (if you submit a form): name, email, phone, your message.
- **Health-related information (special category) only if you choose to provide it** in a form (e.g., symptoms or goals to help us triage a referral).

How we use data & lawful bases

- **Provide the site and respond to you** (legitimate interests / contract).
- **Referrals you request** – We share necessary details with the provider **only when you ask us to** (consent; for health data, **explicit consent**).
- **Analytics & performance** (legitimate interests; consent where required via cookies).
- **Marketing** (your consent; you can withdraw at any time).
- **Legal/compliance** (legal obligation).

Sharing

We share data with:

- Hosting, security, analytics, and cookie-consent vendors.
- Health providers **only when you request a referral or book via our links**.
- Affiliate networks (e.g., tracking IDs) so a provider can attribute a booking or sale.

We do **not** sell personal data.

International transfers

If data is processed outside the UK/EEA, we use a valid safeguard (e.g., **IDTA** or **SCCs**) plus risk assessments.

Retention

- Contact/referral records: **up to 24 months** from last interaction (or sooner if you ask us to delete).
- Cookie identifiers & click IDs: **up to 24 months** (see Cookie Policy).
- Backups/logs: short operational periods unless needed for security or legal reasons.

Your rights

You have rights to **access, rectify, erase, restrict**, and **object** to processing; to **portability**, and to **withdraw consent** at any time (this won't affect prior lawful processing). You can also complain to the **ICO** at ico.org.uk.

Children

This site is not for children under **16**. We do not knowingly collect children's data.

Contact

To exercise rights or ask questions about privacy, contact us via the site's **Contact** page (or your usual Lucid contact). We'll respond within one month.

Changes

We may update this policy. We will change the "Effective date" and, where appropriate, provide additional notice.