



Astrid Boot

Medium * Healer * Therapist

Telephone: 0410 046 766

Privacy Policy Astrid Boot medium * healer * therapist

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This policy sets out how Astrid Boot's website uses and protects any information that you provide when you use this website and when you send or give her any information in other forms like by email, mail or in person. Astrid Boot is committed to ensuring that your privacy is protected. Should she ask you to provide certain information by which you can be identified, then you can be assured that it will only be used in accordance with this privacy policy. All the information provided by you will be treated securely and in accordance with the GDPR (General Data Protection Regulation).

1. Who is Astrid Boot

Mrs Astrid Antonia Elisabeth Boot (AB) is a sole trader with Australian Business Number (ABN) 33 103 365 362.

Location: U 10 / 30 Kembla St, Wollongong. NSW 2500.

The website of AB is <https://astridboot.com.au>.

2. What personal data does AB collect and why does she collect it

AB collects the following personal data from website visitors through contact forms, opt-in forms, purchases and comments on blog articles:

- Name
- Email address
- Phone number
- Transactional data such as purchase information
- Technical data such as information about cookies and surfing behaviour
- Collection and retention of sensitive personal data such as data concerning health and well-being

The reason for the collection of the above personal data is to enable contact with the visitor after submitting a contact form or opt-in form, to build a relationship with leads, and for invoicing if applicable (for example in case it's something other than a face-to-face treatment).

The reason for the collection and retention of sensitive personal data such as data concerning health and well-being, is to prepare for a treatment session, to know the medical history including to determine contra-indications for treatment and to provide emergency information. The client gives consent for this data collection and retention on this intake form.

The website visitor decides what data concerning health and well-being is provided through an opt-in form and has to give consent for this data collection and retention before being able to submit the relevant contact form.

Personal data is created by a user's interaction with the website but also generated from contact forms, comments, cookies, analytics, and 3rd party embeds.

AB does not intend to collect data from website visitors under the age of 16 unless they have permission from their parents or guardian. However, AB cannot check whether a visitor is older than 16 years. AB therefore advises parents to be involved in the online activities of their children, in order to prevent data about children from being collected without parental consent. If the person concerned is convinced that AB has collected personal information about a minor without permission, please contact astrid@astridboot.com.au and AB will delete this information.

3. Comments

When visitors leave comments on the website AB collects the data shown in the comments form, and also the visitor's IP address and browser user agent string to help spam detection.

An anonymised string created from your email address (also called a hash) may be provided to the Gravatar service to see if you are using it. The Gravatar service privacy policy is available here <https://automatic.com/privacy/>. After approval of your comment, your profile picture is visible to the public in the context of your comment.

4. Contact forms

AB uses a contact form plugin for contact forms to collect the following personal data from website visitors:

- Name
- Email address
- Phone number
- Your question(s) or request for more information

There's a specific contact form to collect the following extra personal data from visitors, which can only be submitted if given consent in a special box to tick first:

- Your current situation
- Your situation in an ideal world
- Your obstacles from living your ideal situation
- Your desired changes between today and 3 months
- Your obstacles from making these desired changes
- Extra information you want to add

AB keeps contact form submissions for 1 year for customer service purposes, but AB does not use the information submitted through them for marketing purposes.

5. Information on the website.

The information of AB's website has been created with the greatest possible care, without prejudice to the fact that the information on the website is based on a snapshot, therefore information on the website is informative and indicative in nature. Furthermore, no rights can be derived from typing and spelling errors and the entire content of the website must be considered as non-binding.

6. Newsletter

An online newsletter is published periodically and is available to visitors who subscribe, register or who give permission to be registered for the newsletter. This means that the visitor will not receive a newsletter if no explicit and active registration has taken place or permission has been given. As soon as the visitor has registered or given permission to be registered, the email address and name, together with the date of registration and various technical data, will be stored in an account with MailChimp.

The visitor can unsubscribe at any time through the 'unsubscribe' link at the bottom of each newsletter.

7. Cookies

Cookies are small pieces of information that are stored on your computer by your browser. AB uses cookies to recognize website visitors on a subsequent visit. Information about the use of AB's website and the feedback AB receives from her visitors, help AB to further develop and improve her site to tailor it to the user needs.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

By using AB's website you are consenting to the use of cookies outlined in this privacy policy.

AB uses functional, analytical and tracking cookies. These ensure that the website works properly and to optimize it and that, for example, the preferences of the visitor are remembered. In addition, AB places cookies that keep track of the surfing behaviour of the visitors so that AB can offer tailor-made content and advertisements.

If a visitor leaves a comment on AB's website that visitor may also opt-in to saving their name, email address and website in cookies. These are for your convenience so that you do not have to fill in your details again when you leave another comment. These cookies will last for 1 year.

The visitor can opt out of cookies by setting the internet browser in such a way that it no longer stores cookies. In addition, the visitor can delete all information previously stored via the settings of the browser.

To prevent visitor's data from AB's website from being used by Google Analytics, there's an opt-out browser add-on from Google that helps make opting out incredibly easy and convenient for users. You can download it here: <https://tools.google.com/dlpage/gaoptout>.

8. Embedded content from other websites including links

Articles on this website may include embedded content (videos, images, articles, etc.) or links to other websites. Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

You should note that AB does not have any control over that other website. Therefore, AB cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy policy. You should exercise caution and look at the privacy statement applicable to the website in question.

9. Analytics

Web hosting company HostPapa collects anonymous analytics data under their own Privacy Policy: <https://www.hostpapa.com.au/privacy/>.

Google Analytics collects data under their own Privacy Policy: <https://policies.google.com/privacy?hl=en-US>.

The information Google collects, and how that information is used, depends on how you use their services and how you manage your privacy controls.

When you're not signed in to a Google Account, they store the information they collect with unique identifiers tied to the browser, application, or device you're using. This helps them do things like maintain your language preferences across browsing sessions.

When you're signed in, they also collect information that they store with your Google Account, which they treat as personal information.

10. Who does AB share your data with

Where AB uses authorised subcontractors or service providers to perform maintenance and development of AB's website and marketing services on AB's behalf, AB may need to share limited information in order that they can perform their services. In these circumstances AB will restrict any information that is shared and ensure that they do not share or use this information for any other purpose. These authorised subcontractors and service providers have their own Privacy Policy with strong security:

- HostPapa: <https://www.hostpapa.com.au/privacy/>, visitor information of the website like which pages are visited and how long every page is visited for performance and security purposes, also sending and receiving emails to stay in contact with visitors and clients
- MailChimp: <https://mailchimp.com/legal/>, name and email address to send newsletters and letters about free gifts or services you've applied for through a website contact form
- PayPal: <https://www.paypal.com/au/webapps/mpp/ua/privacy-full>, purchase information through the website like name, shipping address, email address and payment details.

- Google Analytics: <https://policies.google.com/privacy?hl=en-US>, visitor information of the website like which pages are visited and how long every page is visited for marketing and advertisement purposes

AB will not sell or lease your personal information to third parties, unless AB is required by law to do so.

11. How long AB retains your data

If you leave a comment, the comment and its metadata are retained indefinitely. This is so AB can recognise and approve any follow-up comments automatically instead of holding them in a moderation queue.

AB keeps contact form entries and opt-in form entries for 1 year, analytics records for 14 months, and customer purchase records for 5 years.

Client files (like intake forms, emails and notes from phone calls and treatment sessions) are kept 7 years from the last contact with the client for legal reasons. The client files are kept in a special locked steel cabinet.

Any forms, documents or conversations received by AB by email, will be saved for the above mentioned terms on her laptop.

After one of the above mentioned terms for keeping records has passed, the documents including emails will be cleaned up per calendar year and destroyed by using a shredder.

12. What rights you have over your data

Website visitor or client can request by email to Astrid Boot through astrid@astridboot.com.au that AB erase any personal data AB holds about visitor or client. This does not include any data AB is obliged to keep for administrative, legal, or security purposes.

13. Where AB sends your data

AB uses, but is not limited to, the following suppliers who process or store personal data on behalf of AB:

Google Analytics (USA), WordPress (USA), MailChimp (USA), PayPal (USA), HostPapa (USA + Canada).

Every third party that collects info of European residents has their own GDPR measures in place to ensure that the European standards are met by them.

14. My contact information

For any questions or for privacy-specific concerns you can contact Astrid Boot through email on astrid@astridboot.com.au.

15. How AB protects your data

AB uses active hosting for its website, which aims to offer a safe environment to every visitor. AB is committed to a secure environment and will outsource payment components to specialised third parties that protect payment processes with a SSL/SSL secured connection and are specialised in this.

The website visitor indemnifies AB against any damage that arises as a result of a poorly secured connection on the part of the visitor himself. Non-exhaustive examples of this are the use of insecure WIFI networks, out-of-date viruses and operating programs, the effects of hacking, etc.

Measures AB has taken to protect user's data are:

- HTTPS (Hypertext Transfer Protocol Secure) which means the communication protocol is encrypted using SSL (Secure Sockets Layer). Visitor recognises this connection by the lock in the address bar of the web browser. If this lock is not there, AB will request the visitor to report this without delay via astrid@astridboot.com.au and visitor does not leave any information under any circumstances.
- Security measures such as two factor authentications.
- A password and an anti-virus software program on AB's laptop.

Although AB has these procedures in place to safeguard and secure the information AB collects online, AB cannot guarantee the safety of any information you provide online.

16. What data breach procedures does AB have in place

AB takes the protection for website visitors' data seriously and takes appropriate measures to prevent misuse, loss, unauthorised access, unwanted disclosure and unauthorised modification. Please contact astrid@astridboot.com.au with any queries about data security.

In case AB has discovered or suspects that a data breach has occurred, AB will determine on a case-by-case basis which actions to take. AB:

- immediately takes action to limit the (impact of the) breach.
- will identify strategies to contain a data breach.
- gather and evaluate as much information about the data breach as possible to ensure AB understands the risk of harm to affected individuals and identify and take all appropriate steps to limit the impact of a data breach.
- will decide whether affected individuals must be notified.

After the above steps have been completed, AB will review and learn from the data breach incident to improve the personal information handling practices.

17. What third parties AB receives data from

Google Analytics is Google's own web and traffic analytics tool, which tracks data about website visitors to AB's website by storing cookies on their computers to remember user's behaviour. They report numbers of visitors and their actions like which page is visited and how long.

MailChimp is a marketing automation platform and email marketing service, which reports to AB new subscribers through the website for newsletters and other applications for services like free gifts, and numbers of emails opened and links clicked on by subscribers.

18. Automated decision making

AB does not take decisions based on automated processing that may have adverse consequences for website visitors.

19. Complaints

You have the right to file a complaint with the Privacy Commissioner under the Office of the Australian Information Commissioner (OAIC) if AB and/or the administrator does not comply with the above.

For questions regarding this statement, please contact: Astrid Boot by email through astrid@astridboot.com.au.

20. Acceptance of this Privacy Policy

AB has the right to assume all visitors have carefully read this privacy policy. If someone does not agree with this policy, they should refrain from using AB's website or offers. AB has the right to update this privacy policy as necessary, and this will be reflected with versioning details as per the top of this policy.

You may request details of personal information which AB holds about you under the GDPR (General Data Protection Regulation). If you would like a copy of the information held on you, please email Astrid Boot on astrid@astridboot.com.au.