JENTLE HYPNOBIRTHING

# Privacy Policy

Last updated: November 2026

Your privacy matters to us. This policy explains what personal information we collect, how we use it, who we share it with and the rights you have over it. If anything here isn't clear, please do get in touch, we're always happy to help.

## 1. Who we are

Jentle Hypnobirthing ("we", "us", "our") is run by Jennie Birtwistle, an NHS midwife and IBCLC. We provide hypnobirthing and antenatal education, including group workshops, private 1:1 courses, refresher courses and caesarean birth workshops, as well as online programmes and free resources to support you through pregnancy and the early days.

We are the data controller responsible for your personal data. You can reach us at:

**Jentle Hypnobirthing**
Bluebell Avenue, Helmshore, BB4 6NF
Email: jentlehypnobirthing@gmail.com
Phone: 07929 465048

## 2. The information we collect

Depending on how you interact with us, we may collect:

- Your name, and your birth partner's name
- Your email address
- Your phone number, where you choose to provide it
- Payment information, which is handled securely by our payment provider (we never see or store your card details)
- Information you give us when booking a course or completing your enrolment form, such as your baby's due date, your birth preferences and any previous birth experiences you choose to share
- Your baby's name and date of birth, if you choose to share them with us after the birth
- Information you give us in forms, messages, emails or WhatsApp, including the workshop WhatsApp group

## 3. How we collect your information

We collect information when you:

- Book onto one of our courses or workshops, and complete your enrolment form
- Fill in a form on our website, such as joining a waitlist, making an enquiry, or downloading a free resource. Joining a waitlist or downloading a free resource will add you to our email list so we can send you what you've asked for, along with helpful related emails.

- Purchase one of our online programmes, such as The Jentle Reset Method
- Contact us by email, phone, WhatsApp or social media

## 4. How we use your information

We use your personal data to:

- Manage your booking and deliver the courses, programmes, resources and services you have requested
- Contact you before, during and after your course, and support you up to the birth of your baby
- Add you to your workshop WhatsApp group, where you have agreed to join
- Send you the free resources and emails you have signed up to receive
- Send you occasional marketing emails about our offers and news, where you have consented. You can unsubscribe at any time
- Respond to your questions and provide support
- Take payment and keep proper financial records
- Improve our courses, resources and services

Our lawful bases for processing your data are your consent, the performance of a contract with you, our legitimate interests in running and improving our business, and compliance with our legal obligations. Where you share health information with us, we rely on your explicit consent.

## 5. Health and sensitive information

Because our courses are about pregnancy and birth, you may choose to share sensitive information with us, for example about your health, a previous birth experience, pregnancy loss or your mental health. We only hold this where you have shared it with us, we treat it with the utmost confidentiality, and we only use it to support you.

Although Jennie is an NHS midwife, Jentle Hypnobirthing is not a clinical service. Information you share with us is kept completely separate from Jennie's NHS role and is not part of your NHS or maternity record.

## 6. Email marketing

When you join our email list you'll receive the resource you requested and, from time to time, helpful emails and details of our courses and programmes. Every email includes an unsubscribe link, and you can opt out whenever you like. We'll always respect your choice.

## 7. Who we share your information with

We use a small number of trusted providers to run our business, and we only share what they need to do their job:

- Our customer management and email platform, which stores your contact details and sends our emails
- Our payment provider, PayPal, which processes payments securely
- Our booking, form, website and course hosting platforms

These providers act on our instructions and are required to keep your data secure. We never sell your personal information to anyone.

If you choose to join a workshop WhatsApp group, your name and phone number will be visible to the other members of that group.

## 8. How long we keep your information

We keep your personal data for as long as you are a client or subscriber, and for a reasonable period afterwards so we can meet our legal and record-keeping obligations. When we no longer need it, we delete it securely, and any paper records are shredded. You can ask us to remove your data at any time.

## 9. Keeping your information safe

We take the security of your data seriously and use appropriate measures to protect it against loss, misuse or unauthorised access. Our trusted providers do the same.

## 10. Your rights

Under UK data protection law you have the right to:

- Access the personal data we hold about you
- Ask us to correct anything that is inaccurate
- Ask us to delete your data
- Restrict or object to how we use your data
- Request a copy of your data to move elsewhere
- Withdraw your consent at any time

To exercise any of these rights, just email us at jentlehypnobirthing@gmail.com and we'll be happy to help.

## 11. Children

Our courses, services and resources are intended for adults aged 18 and over. We do not knowingly collect personal data from children, other than your baby's name and date of birth where you choose to share them with us.

## 12. Changes to this policy

We may update this policy from time to time. When we do, we'll change the date at the top of this page, so it's always worth checking back for the latest version.

## 13. How to contact us

If you have any questions about this policy or how we handle your data, please email us at jentlehypnobirthing@gmail.com.

If you have a concern we haven't been able to resolve, you also have the right to complain to the Information Commissioner's Office (ICO), the UK's data protection regulator, at ico.org.uk.