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1. Who we are?

Revive Speech and Language Therapy is based in the Midlands. Charlotte Moore (Specialist Speech and Language Therapist) provides functional, Communication and Dysphagia (swallowing) assessment, rehabilitation and management plans that are personal and bespoke. Charlotte Moore is the owner of Revive Speech and Language Therapy and she is registered with the Health and Care Professions Council (HCPC).

We operate a website at www.revivespeechandlanguagetherapy.co.uk and are committed to protecting the privacy of information provided by clients.

You may use our website without providing personal information. However, if you make an enquiry, you will need to provide relevant contact details. This privacy notice explains how we use any personal information we collect about you when you use our services and this website.

Revive Speech and Language Therapy is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using our services and this website, then you can be assured that it will only be used in accordance with this privacy notice.

2. Legal Basis for Processing Your Information

We collect, process and retain personal information about you only when you:

- submit your information to us using the “Contact Us” form
- directly contact us (email, website or telephone).

This information can include:

- name
- phone number
- email address
- client location
- visiting IP address.

Unless a person voluntarily submits personal data to us (for example, by sending us an email or completing the contact form), we cannot personally identify an individual.

We use the information only for the purpose you provided to us. It may include:

- responding to your request
- providing you or a client with assessment or rehabilitation or management treatment.

3. What information do we collect about you?

Information we collect:

Directly from you:

- Pre-assessment questionnaire information
- Communications about appointments and progress
- Progress updates
- Contact and payment details.

From the client:

- Assessment results and observations
- Therapy session notes and progress records
- Video recordings (with consent)
- Speech and language samples.

From other professionals (with consent):

- Healthcare provider reports
- Care setting information
- Updates from other involved professionals.

4. How will we use the information about you?

We collect information about you to process your enquiry or manage the service we provide for you. We will process (collect, store and use) the information you provide in a manner compatible with the EU's General Data Protection Regulation (GDPR).

We will endeavour to keep your information accurate and up to date and not keep it longer than is necessary. This is what we do for the following:

- **Prospects:** We use your personal information to respond to any general enquiries you may have made to us via our contact us form, email, telephone or any other method of communication. We will use this information to follow-up your enquiry.
- **Clients:** We use your personal information so that we can deliver the service(s) you or your referrer have contracted us to deliver for you. This may include providing assessment, rehabilitation or management services.
- **Website Visitors:** We use your information collected from the website to personalise your repeat visits to our website. Revive Speech and Language Therapy will not share your information for marketing purposes with any other company.

Core Therapy Services:

- Planning and delivering therapy
- Tracking progress and adjusting treatment plans
- Creating tailored resources
- Writing reports and programmes
- Communication about therapy.

Administration:

- Appointment scheduling
- Invoice and payment processing
- Business record maintenance.

Service Information:

- Service review and enhancement
- Clinical audit (using anonymised data).

5. Our legal grounds for processing your information

We may rely on one or more of the following legal grounds to process your personal information:

Primary Legal Bases

Contract (Article 6(1)(b) of UK GDPR):

- When you engage our services to fulfil our contract through treatment plans, records, and communications.

Legal Obligation (Article 6(1)(c)):

- Compliance with healthcare laws and professional standards
- HCPC requirements for accurate client records
- Retention of records until your child is 25 years old.

Legitimate Interests (Article 6(1)(f)):

- Running our business efficiently and professionally
- Maintaining high therapy standards
- Efficient record-keeping.

Consent (Article 6(1)(a)):

- Sharing information with other professionals
- Taking and using videos in sessions

Special Category Data

As healthcare providers, we process health information under:

Article 9(2)(h) of UK GDPR - provision of healthcare:

- Processing health data for therapy provision
- Maintaining professional confidentiality obligations

Article 9(2)(a) - Explicit consent:

- Required for sharing health information
- Required for non-direct healthcare uses e.g. training
- Required for live recording and transcription

6. Where do we store your information?

We store personal data in digital format on secure cloud servers and systems hosted in the European Union (EU), the United States (US) and Asia with end-to-end encryption. Access to personal data is highly restricted internally for approved business purposes only.

Any personal data collected in paper form (e.g. contracts, feedback forms, business cards, etc.) are securely filed at our office location in the UK or are transferred to electronic record systems and then securely destroyed.

7. How long do we keep your information for?

We have data retention policies and procedures designed to help ensure that we comply with our legal obligations in relation to the retention and deletion of your personal information. Personal information that we process for any purpose or purposes will not be kept for longer than is necessary. We may, however, retain personal information for an additional period as is permitted or required under applicable laws, for legal, tax, or regulatory reasons, or for legitimate and lawful business purposes.

For a copy of our data retention schedule email our Data Compliance Manager at:

charlotte.moore@revivespeechandlanguagetherapy.co.uk

8. Use of Artificial Intelligence (AI)

Use of Artificial Intelligence

Our Approach to AI

We use AI tools to enhance services while maintaining privacy and professional care. All AI use is overseen by our qualified therapist, and no AI tool makes clinical decisions.

Examples of AI Tools We Use

- ChatGPT and Copilot.

How We Use AI

Resource Creation:

- Initial therapy material drafts
- Visual support and worksheet creation
- Therapist review and customisation.

AI Data Protection Measures

No Personal Information Entry (for general AI tools):

- No names, addresses, or identifying details
- No unique identifying characteristics.

Data Anonymisation (for general AI tools):

- Removal of identifying information
- Content checking for identifying information.

Your AI Rights

You can:

- Opt out of AI-supported service aspects
- Request AI use information
- Ask questions about AI use
- Raise concerns about AI-generated content.

Our Lawful Basis for AI Processing

We rely on:

- **Legitimate interests** (efficient record-keeping) for post-session dictation.

9. Keeping personal data secure and disclosing your information

Transmitting information over the internet is generally not completely secure. We have procedures and security in place to keep personal data secure once it is in our systems. We will not share personal information with any 3rd party organisation for market research, marketing, or commercial purposes without specific consent from the user. In the unlikely event that overseas personnel from either service require temporary, read-only access for technical support, such access is provided under UK-approved Standard Contractual Clauses and appropriate data protection safeguards.

We use data processors who are third parties who provide elements of services for us. We have contracts in place with our data processors. This means that they cannot do anything with your personal information unless we have instructed them to do it. They will not share your personal information with any organisation apart from us. They will hold it securely and retain it for the period we instruct. However, we may share information (including personal information) if we have a legal obligation to do so, or if we have to enforce or apply our terms of use and other agreements. This may include submitting information for legal reasons.

We protect your privacy in email correspondence by:

- Sending password-protected PDF files for personal information
- Sending passwords separately
- Using initials rather than full names in professional communications.

We protect your privacy for Remote Sessions:

- Use unique meeting IDs and passwords
- Enable waiting room features
- Never record without explicit consent
- Conduct sessions in private spaces.

We protect your privacy for File Sharing and Reports:

- All personal/clinical documents are password protected
- Strong passwords (8+ characters, mixed content)
- Separate password communication.

Professional Information Sharing

We share information when:

- We have explicit consent
- It's in the client's best interests and for safeguarding concerns
- It's necessary for care
- It's legally required

Information Recipients may include (with consent)

- Educational Settings
- Healthcare Professionals
- Other Professionals.

10. Access to your information and correction

You have the right at any time to:

- Ask for a copy of the information about you held by us in our records
- Ask us to correct any inaccuracies in your information
- Make a request to us to delete what personal data of yours we hold.

Please make any of the requests outlined above or for any complaints in how we have handled your personal data by contacting our Data Compliance Manager by email at charlotte.moore@revivespeechandlanguagetherapy.co.uk and we will then look into your complaint and work with you to resolve the matter.

If you still feel that your personal data has not been handled appropriately according to the law, you can contact the Information Commissioner's Office in the UK here: <https://ico.org.uk/concerns/> and file a complaint with them.

11. Data Breaches

Data breaches will be dealt with as follows:

Immediate actions:

- Breach identification/containment
- Risk assessment
- Party notification
- ICO reporting if needed.

Follow up:

- Cause investigation
- Prevention implementation
- Security updates
- Learning documentation.

12. Cookies

Cookies are text files placed on your computer to collect standard internet log information and visitor behaviour information. This information is used to track visitor use of the website and to compile statistical reports on website activity. For further information visit www.aboutcookies.org or www.allaboutcookies.org. You can set your browser not to accept cookies and the above websites tell you how to remove cookies from your browser. However, in a few cases some of our website features may not function as a result.

13. Other websites

Our website contains links to other websites. This privacy notice does not cover the links within this site linking to other websites. We encourage you to read to read the privacy statements on the other websites you visit.

14. Changes to our privacy notice

We keep our privacy notice under regular review and we will place any updates on this web page. This privacy notice was produced in August 2025. Charlotte Moore is a registered Data Controller with the Information Commissioner's Office (ICO).

15. How to contact us

Please contact us if you have any questions about our privacy notice or the information we hold about you. You can email us at charlotte.moore@revivespeechandlanguagetherapy.co.uk

Available formats:

- Large print
- Other formats or translations on request.

Further Information:

Information Commissioner's Office:

- Tel: 0303 123 1113
- Website: <http://www.ico.org.uk>

By using our services, you acknowledge reading and understanding this privacy notice. Please contact us with any questions about information protection.