

Privacy Policy

How Help4Addiction collects, uses and protects your personal data

Version 2.0 | Last updated: 06 October 2026 | Controller: Help4Addiction Limited

1. Introduction

Welcome to Help4Addiction (“we,” “us,” or “our”). We are committed to protecting your personal data and ensuring transparency about how we collect, use, and share your information. This policy explains how we process your data in compliance with the UK General Data Protection Regulation (UK GDPR), Data Protection Act 2018, and Advertising Standards Authority (ASA) guidance.

By using our website (www.help4addiction.co.uk), you agree to this Privacy Policy.

2. Who We Are

Help4Addiction provides addiction advisory services, connecting individuals with treatment providers. Our company details:

- **Company Name:** Help4Addiction Limited
- **Registered Address:** 137 Watling Street, Radlett, WD7 7NQ
- **Email:** support@help4addiction.co.uk
- **Data Protection Officer:** Alex Goodman, contactable at dpo@help4addiction.co.uk
- **ICO Registration Number:** ZA466599

The entry on the ICO register, number ZA466599, is being updated to record the new Data Protection Officer.

3. What Personal Data We Collect

We may collect and process the following personal data:

3.1 Information You Provide

- **Identity Data:** for example name, date of birth, gender
- **Contact Data:** for example email, phone number, address
- **Health Data:** for example addiction history, mental health conditions, prescription medications, past treatment programmes, only with explicit consent
- **Payment Data:** if purchasing services

3.2 Information We Collect Automatically

- **Technical Data:** for example IP address, browser type, cookies
- **Usage Data:** for example pages visited, time spent on the site
- **Analytics Data:** we use tools such as Google Analytics and Facebook Pixel to analyse website traffic and improve user experience. These tools may collect data about your interactions with our website.

3.3 Information from Third Parties

- **Referral Data:** if a third party refers you for treatment, for example family members, healthcare professionals, employers
- **Service Provider Data:** if we refer you to a treatment provider

4. How We Use Your Data (Legal Basis for Processing)

We process your data for the following purposes:

Purpose	Legal Basis
Providing addiction support services	Consent (Article 6(1)(a) UK GDPR)
Referring you to treatment providers	Explicit consent (Article 9(2)(a) UK GDPR) OR Substantial public interest (Article 9(2)(g) and Schedule 1, Part 2, Paragraph 17 DPA 2018) if consent is not obtainable
Processing payments	Contractual necessity (Article 6(1)(b) UK GDPR)
Marketing communications (if opted in)	Consent (Article 6(1)(a) UK GDPR)
Website analytics and security	Legitimate interests (Article 6(1)(f) UK GDPR)

5. How We Share Your Data

We only share your data when necessary and in compliance with legal requirements:

5.1 With Treatment Providers

If you request a referral, we will share your relevant personal and health data with selected treatment providers, subject to your explicit consent. However, in situations where we believe there is an immediate risk to your safety or wellbeing, we may refer you without explicit consent under the Substantial Public Interest clause (Article 9(2)(g) UK GDPR and Schedule 1, Part 2, Paragraph 17 DPA 2018).

We will always attempt to gain your consent verbally on a recorded call before making a referral without explicit written consent. However, if you do not provide consent and we reasonably believe that sharing your information is necessary to protect your life or the life of another person, we are legally permitted to proceed under Article 6(1)(d) UK GDPR (Vital Interests). This ensures we can act in your best interests in cases of emergency or where safeguarding is a priority.

5.2 With Third Party Service Providers

We use third parties to help operate our website, process payments, and provide analytics. These providers are contractually required to safeguard your data.

5.3 Marketing Communications and CRM Systems

We use third party marketing tools, including Zoho CRM, email, and messaging services, to send promotional materials and service updates. You can opt out of marketing communications at any time.

5.4 Legal and Regulatory Obligations

We may disclose your data where required by law, court order, or regulatory authorities, for example safeguarding concerns.

5.5 Sharing with Associated Organisations

Help4Addiction Limited and Rehubs Healthcare Limited are separate legal entities, and each is an independent controller of the personal data it holds. The two organisations are associated, operating under common ownership and management from the same registered address. Where we refer you to Rehubs Healthcare Limited for assessment or treatment, or where you access our advisory services having already engaged with Rehubs, relevant personal data may be shared between the two organisations for the purposes of managing your referral, arranging admission, supporting continuity of care and related administration. Any sharing of health or other special category data will take place only with your explicit consent, unless we are otherwise permitted or required to share it by law. Sharing between the two organisations is governed by a written data sharing agreement which requires each party to protect your personal data to the same standard set out in this privacy policy. Each organisation remains separately responsible for the data it holds, and this sharing does not affect any of your rights.

6. How We Store and Secure Your Data

We take security seriously and implement the following measures:

- **Encryption:** data is encrypted during transfer, for example secure email, HTTPS, secure messaging
- **Access Controls:** only authorised staff can access personal data
- **Data Retention:** we keep data only as long as necessary, for example referral records are kept for 7 years

7. Automated Decision Making and Profiling

We do not conduct automated decision making that produces legal or similarly significant effects on individuals. However, we may use profiling to offer personalised treatment recommendations based on the information you provide. You have the right to object to profiling and request human intervention in decision making.

8. International Data Transfers

Some of our third party service providers, for example Zoho CRM and Google Analytics, may store or process your data outside the UK and EU. In such cases, we ensure adequate safeguards, such as Standard Contractual Clauses (SCCs), to protect your data.

9. Cookies and Tracking

We use cookies to enhance user experience, track website usage, and improve our services. You can control cookies through your browser settings. For more information, see our Cookie Policy.

How to Manage Cookies

You can set your browser to:

- Block all cookies
- Accept only essential cookies
- Delete cookies after each session

Disabling cookies may affect website functionality.

10. Third Party Links

Our website may contain links to third party sites. We are not responsible for their privacy practices and encourage you to review their policies.

11. Data Breach Notification

In the event of a data breach involving your personal data, we will:

- Notify the Information Commissioner's Office (ICO) within 72 hours if required.
- Inform affected individuals as soon as possible if the breach poses a high risk to their rights and freedoms.

12. Changes to This Privacy Policy

We may update this policy from time to time. The latest version will always be available on our website with a revised "Last Updated" date.

13. Contact Us

For any privacy related queries or complaints, contact:

- **Email:** support@help4addiction.co.uk
- **Data Protection Officer:** Alex Goodman, dpo@help4addiction.co.uk
- **Postal Address:** 137 Watling Street, Radlett, WD7 7NQ
- **Supervisory Authority:** if you are not satisfied, you can complain to the Information Commissioner's Office (ICO) at www.ico.org.uk.

Document control

Version	Date	Author	Summary of change
1.0	26 March 2025	Help4Addiction Limited	Previous published version, data protection officer recorded as Nicholas Conn
2.0	06 October 2026	Alex Goodman	Data protection officer changed to Alex Goodman, Data Protection Officer, with a dedicated contact address. No other substantive change to wording or structure.

Document owner: Help4Addiction Limited, Chief Executive Officer

Prepared by: Alex Goodman

Next review: 06 October 2027 or earlier on material change to processing

Note for the webmaster: the Document control block above is for internal records only and should not be published on the website. Publish sections 1 to 13 only.