

# Privacy Policy - Bridie Shaw | Live Your Nature

Effective date: 01.10.2025

Bridie Shaw | Live Your Nature (“we,” “our,” or “us”) values your privacy and is committed to protecting your personal information. This Privacy Policy explains what information we collect, how we use it, and your rights regarding your data. By using our website or services, you agree to the terms of this Privacy Policy.

## 1. Information We Collect

We may collect the following types of personal information:

- **Contact information:** name, email address, phone number, and mailing address submitted through contact forms, email sign-ups, or intake forms.
- **Health information:** details you provide in intake forms related to your diagnosis, treatment planning, or lifestyle advice.
- **Payment information:** processed securely via Stripe for digital or paper product purchases. We do **not** store your full payment card details.
- **Website analytics:** information about your visit, including IP address, browser type, pages visited, and actions taken, collected via Squarespace analytics.

## 2. How We Use Your Information

We use your information for the following purposes:

- To provide acupuncture treatments and holistic services, including diagnosis, treatment planning, and lifestyle advice.
- To process payments for products and services.
- To send marketing emails, newsletters, or promotional content (only if you have opted in).
- To respond to inquiries submitted via contact forms or email.
- To analyse website usage to improve our website and services.

## 3. How We Share Your Information

We respect your privacy and do not sell or trade your personal information. We may share information with trusted third-party service providers who help us operate our website or provide services, including:

- **Squarespace:** website hosting and analytics.
- **Stripe:** payment processing.
- **Acuity:** scheduling and client management.
- **Mailchimp:** email marketing and communications.

These providers are contractually required to keep your information secure and only use it for the purposes we specify.

## 4. Your Rights

Depending on your location, you may have the following rights:

- **Access and correction:** Request access to the personal information we hold about you and correct inaccuracies.
- **Deletion:** Request that we delete your personal information.
- **Opt-out:** Unsubscribe from marketing emails at any time by using the “unsubscribe” link in emails or contacting us directly.
- **Data portability:** Request a copy of your data in a commonly used electronic format.

To exercise these rights, please contact us at [hello@bridieshaw.com](mailto:hello@bridieshaw.com).

## 5. Cookies and Tracking

Our website uses cookies and tracking tools to improve your experience and gather analytics. You can disable cookies in your browser settings; however, some features of our website may not function properly without them.

## 6. Data Security

We implement reasonable technical and organisational measures to protect your personal information from unauthorised access, disclosure, or alteration. However, no system can be guaranteed 100% secure.

## 7. International Users

As our services are available worldwide, your information may be transferred to and stored on servers outside your country of residence. By using our services, you consent to this transfer and storage.

## 8. Children's Privacy

Our services are not directed at children under 13, and we do not knowingly collect personal information from children.

## 9. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated “Effective Date.”

## 10. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or your personal information, please contact us at:

**Email:** [hello@bridieshaw.com](mailto:hello@bridieshaw.com)