

Privacy Policy for Newsletter Subscribers

Cecilia Bernardini - Wellness & Herbs

Last updated: [16/11/2025]

This Privacy Policy explains how I collect, use, and protect your personal information when you subscribe to my email newsletter. Cecilia B Wellness & Herbs is committed to complying with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

1. Data Controller

The data controller responsible for your personal information is:

Cecilia B Wellness & Herbs

Sonning Common, Reading, UK

Email: contact@ceciliabwell.com

2. Personal Data Collected

When you sign up for my newsletter, I collect:

- Email address
- First name (optional)
- Any other information voluntarily provided during signup

No special category (sensitive) data is collected for newsletter purposes.

3. How Your Data Is Used

Your personal data is used to:

- Send you the newsletter you subscribed to
- Provide updates, educational content, and service information related to herbal medicine and wellness
- Analyse engagement (opens, clicks) via MailerLite to improve newsletter content

Your data is never sold or shared with third parties for their marketing.

4. Legal Basis for Processing

Under the UK GDPR, processing is based on:

- Consent (Article 6(1)(a)) — by subscribing, you provide explicit permission to receive emails.

You may withdraw consent at any time.

5. Data Storage

Your information is securely stored using:

- MailerLite (email service provider)

Data may be transferred outside the UK, but only where adequate safeguards (e.g., Standard Contractual Clauses) are in place.

6. Data Sharing

Your data may be shared only with:

- MailerLite, acting as a data processor
- Professional advisers (e.g., legal or accounting) only if necessary and confidential

Your data is never shared for advertising or sold.

7. Data Retention

Your personal data is kept until you unsubscribe or the newsletter service ends.

Upon unsubscribing, your data will be deleted or anonymised within 30 days.

8. Your Rights

You have the right to:

- Access your personal data
- Rectify inaccurate data
- Request deletion (“right to be forgotten”)
- Withdraw consent (unsubscribe anytime)
- Restrict or object to processing
- Request data portability

Requests may be made via: contact@ceciliabwell.com

9. Withdrawing Consent

To stop receiving communications:

- Click “unsubscribe” in any newsletter, or
- Email me at contact@ceciliabwell.com

10. Complaints

If you have concerns, please contact me first.

You may also lodge a complaint with:

Information Commissioner's Office (ICO)

Website: ico.org.uk

11. Updates to This Policy

This policy may be updated periodically. The latest version will always be available on request.