



Privacy Policy

Last updated: August 2026

Protecting your privacy and personal information

RBS Sports Massage Therapy understands that your privacy is important and is committed to protecting your personal information. This Privacy Policy explains what personal information I collect, why I collect it, how it is used and stored, how long it is retained, and your rights under UK data protection law. This policy applies when you visit rbsmassagetherapy.com, contact RBS Sports Massage Therapy, make an enquiry or booking, or receive treatment. For the purposes of UK data protection law, Richard South trading as RBS Sports Massage Therapy is the data controller responsible for your personal information.

1. About RBS Sports Massage Therapy

Business: RBS Sports Massage Therapy

Owner/Therapist: Richard South

Service: Professional Mobile Sports Massage & Soft-Tissue Therapy

Service Area: Neath, Port Talbot, Swansea and surrounding areas

Telephone: 07723 030517

Email: rbsmassagetherapy@gmail.com

Website: rbsmassagetherapy.com

RBS Sports Massage Therapy is a professional member of the Sports Massage Association (SMA).

2. What Is Personal Data?

Personal data is information relating to an identified or identifiable individual. This includes information such as your name, address, telephone number and email address, as well as other information that could be used to identify you.

Some information requires additional protection under data protection law. In particular, information about your physical or mental health is classed as special category personal data. As a massage therapist, I may need to collect and retain relevant health information to determine whether treatment is appropriate and to provide safe and effective treatment.

3. What Personal Information Do I Collect?

Depending on your interaction with RBS Sports Massage Therapy, I may collect:

- Your name, date of birth, home or treatment address, telephone/mobile number and email address
- Appointment, booking and relevant communication information
- Emergency contact information where appropriate
- Consultation and assessment information
- Relevant medical and health history, medication, injuries, symptoms and pain
- Information relating to mobility and physical function
- Treatment records, clinical notes and your response to treatment
- Follow-up and aftercare information
- Feedback, reviews or testimonials that you choose to provide

I will only collect information that is reasonably necessary to provide and manage my services.

4. Consultation and Health Information

All clients are required to provide appropriate consultation and health information before treatment. This allows me to understand your relevant medical and health history, identify contraindications or precautions, assess whether treatment is appropriate and provide treatment tailored to your individual circumstances.



Treatment may not be appropriate where I am unable to obtain sufficient information to determine whether it can be provided safely. You should provide information that is accurate to the best of your knowledge and inform me of any relevant changes to your health, medication or circumstances.

5. Treatment Records

I maintain appropriate records relating to consultations, assessments and treatments. These may include information gathered during your consultation, assessment findings, areas treated, techniques or treatment provided, relevant observations, your response to treatment, advice or aftercare provided and relevant progress between appointments.

These records allow me to provide continuity of care and maintain appropriate professional and insurance records.

6. Why I Use Your Personal Information

Your information may be used to respond to enquiries; arrange and manage appointments; confirm, change or cancel appointments; carry out consultations and assessments; determine whether treatment is appropriate; plan and provide individualised treatment; maintain accurate treatment records; monitor your response to treatment; provide aftercare and follow-up; communicate regarding future treatment; maintain financial and business records; meet professional, insurance, legal and regulatory requirements; and establish, exercise or defend legal claims where necessary.

Your personal information will never be sold to third parties.

7. Legal Basis for Processing Your Information

Under UK data protection law, I must have a lawful basis for processing your personal information. Depending upon the circumstances, this may include processing necessary to provide a service you have requested or take steps before providing that service; legitimate business interests in operating RBS Sports Massage Therapy; compliance with legal, regulatory, taxation, professional or insurance obligations; or your consent where consent is the appropriate lawful basis.

Because consultation and treatment records may contain information concerning your health, additional protections apply to this information as special category data. Such information will only be processed where an appropriate lawful basis and special-category condition applies.

8. How You Can Contact RBS Sports Massage Therapy

You may contact me by telephone, SMS/text message, WhatsApp, email, the RBS Sports Massage Therapy website, Facebook/Messenger or Instagram. Information you provide through these channels may be used to respond to your enquiry and manage your appointment or treatment.

Where you use a third-party platform such as WhatsApp, Facebook, Messenger or Instagram, that provider may also process information in accordance with its own privacy policy.

9. Mobile Treatment and Your Address

RBS Sports Massage Therapy operates as a professional mobile treatment service. If treatment is provided at your home or another agreed location, I will need sufficient address and location information to attend your appointment. Your address will only be used where reasonably necessary to provide the service, manage appointments and maintain appropriate business or treatment records.

10. How Your Information Is Stored and Protected

I take reasonable steps to protect personal and health information from loss, misuse, unauthorised access or disclosure. Electronic information is stored using password-protected devices, accounts and services where appropriate. Any paper records containing confidential information are stored securely and disposed of appropriately when no longer required. Access to client information is limited to what is reasonably necessary to operate RBS Sports Massage Therapy and provide treatment.



11. How Long Do I Keep Your Records?

It is a condition of my professional insurance that appropriate client and treatment records are retained for at least seven years following the last occasion on which treatment was provided. Where treatment has been provided to a minor, records will be retained in accordance with the applicable requirements of my professional insurance, including where required for seven years after the individual reaches the age of 18.

Other information, such as financial or transaction records, may be retained for different periods where required for accounting, taxation, legal or regulatory purposes. When information is no longer required, it will be securely deleted or destroyed as appropriate.

12. Sharing Your Information

Client information and treatment records are treated as confidential. I will not routinely disclose your personal or health information to another person or organisation.

Information may be disclosed where you have asked or authorised me to do so; there is an appropriate legal basis for disclosure; I am required to comply with a legal or regulatory obligation; it is necessary in connection with professional or insurance obligations; or it is necessary to establish, exercise or defend a legal claim.

Where appropriate, information may therefore need to be provided to relevant legal, regulatory, professional membership or professional indemnity insurance organisations. Where another healthcare professional requests information about your treatment, I will normally seek your permission before sharing it unless another lawful basis requires or permits disclosure.

13. Marketing Communications

I will not send unsolicited marketing communications. Where marketing communications or newsletters are offered, you will be given the opportunity to opt in where required. You may withdraw your consent or unsubscribe at any time. Messages relating directly to an appointment, treatment, payment, aftercare or an enquiry are service communications rather than marketing communications.

14. Website, Wix and Cookies

The RBS Sports Massage Therapy website is hosted using Wix. When you visit the website, certain technical information may be processed automatically, such as your IP address, browser, device information and information about how the website is used.

The website may use cookies and similar technologies necessary for the website to function or to help understand website usage and improve the visitor experience. Where required by law, non-essential cookies will not be used without the appropriate choice or consent. Third-party services incorporated into the website may process information in accordance with their own privacy policies. Further information about cookies can be provided through the website's Cookie Policy or cookie settings.

15. Payments

Where you make payment by bank transfer or another payment method, transaction information may be processed and retained by the relevant bank or payment provider. RBS Sports Massage Therapy does not require or store your online banking password, PIN or other banking security credentials. Appropriate transaction records may be retained where required for accounting, taxation and business purposes.

16. Reviews and Testimonials

You may choose to leave feedback or a review through services such as Google or Facebook. Information that you choose to publish through a public review platform may be visible publicly according to the settings and privacy practices of that platform.



RBS Sports Massage Therapy may share reviews or testimonials that have already been made publicly available. Where I wish to use additional identifiable client information, photographs or other material for marketing purposes, appropriate permission will be obtained.

17. Photographs and Videos

I will not use identifiable photographs or videos of you for promotional, website or social media purposes without appropriate permission. Where consent has been provided for a particular use, you may withdraw that consent in relation to future use by contacting me. Withdrawal of consent does not affect processing that was lawful before consent was withdrawn.

18. Your Data Protection Rights

Under UK data protection law, you may have rights including the right of access, rectification, erasure, restriction of processing, objection, data portability and withdrawal of consent where processing is based on consent.

These rights are not absolute and do not necessarily apply in every circumstance. For example, I may be required to retain treatment information despite a request for deletion where it must be retained to meet legal, professional or insurance requirements.

19. Children and Young People

Where treatment is provided to someone under the age of 18, appropriate consent and involvement from a parent or legal guardian may be required depending upon the young person's age, circumstances and capacity to provide consent. Information relating to children and young people will be treated with the same high level of confidentiality and data protection as other client information. Records will be retained in accordance with applicable professional and insurance requirements.

20. Complaints

If you have concerns about how your personal information is being used, please contact me first so that I have the opportunity to address your concerns.

You also have the right to make a complaint to the Information Commissioner's Office (ICO), the UK's independent regulator for data protection.

Website: ico.org.uk

Telephone helpline: 0303 123 1113

21. Changes to This Privacy Policy

This Privacy Policy may be updated from time to time to reflect changes in legislation, professional requirements, website functionality or the way RBS Sports Massage Therapy operates. The latest version will be published on the RBS Sports Massage Therapy website with the date of the most recent update.

22. Contact

For questions about this Privacy Policy, the information I hold about you, or to exercise your data protection rights, please contact:

Richard South

RBS Sports Massage Therapy

Neath, South Wales

Telephone: 07723 030517

Email: rbsmassagetherapy@gmail.com

Website: rbsmassagetherapy.com