



## DATA PROTECTION and MARKETING ISSUES

### WHAT YOU CAN AND CAN'T DO ON THIS WEBSITE – the legal bits and pieces

The Bowen Association UK, is a not-for-profit organisation, licensed under the Data Protection Act 2018 (<http://www.legislation.gov.uk/ukpga/2018/12/contents/enacted>).

We process members' data to enable the publication and maintenance of our robust register of practising members, whose services are available to the public and other professional organisations. We also use it to assist Associate and Student members to continue their learning and to progress to practising status, as well as assisting Full Members to attain CPD and to enable a high standard of professional Bowen practice.

The Bowen Association UK (BAUK) website is a published source of information relating to the Bowen Technique. It is the first port of call for people seeking a practitioner.

The content on the public pages of the Bowen Association UK website has been scrutinised to ensure compliance with the Advertising Standards Agency regulations. Be aware the A.S.A. regulations that the Association adheres to are different from those required of individual practitioners.

BAUK also has to take into consideration its purpose (under the Articles of Association) and as a Not-for-Profit organisation, to ensure compliance with Data Protection rules in terms of marketing. BAUK does not use members' data to promote business for anyone else, other than that relating solely to the Bowen Technique itself, or associated products. Nor can we include information regarding other members' businesses on our website as to do so would indicate endorsement of something that is not within our legal control.

As such, our website, including practitioner profiles (public listing), may only publish content relating to the Bowen Technique, Bowen products, or directly relating to membership. We may not share or permit data use by, or on behalf of, others.

We do appreciate that some BAUK practitioners have other businesses, often health-related and of great merit. However, as a Full member listed on our BAUK online register, unless covered by the above paragraph (i.e. your business is wholly Bowen related), it is not possible to advertise on the Bowen Association website or promote products using the internal email system.

However, you may, in your personal profile, refer to your other areas of expertise and interests whilst not specifically promoting them; you may point clients seeking further information to your own website by adding a link to it.