

Privacy Policy

Last Updated: April 2026

At **Selphie**, your privacy is as important to us as your clinical care. Because we are a **digitally-native service**, we take extraordinary steps to ensure your personal and medical data is handled with the highest levels of security, integrity, and transparency.

1. Who We Are

Selphie Limited is a registered ADHD diagnostic service managed by Karen Daniels, a Registered Mental Health Nurse. For the purposes of data protection, we are the "Data Controller" of your information.

- **Registered Office:** 4a Acorn House, 13 Pollard Street, Wakefield WF3 3HG.
- **Contact:** hello@selphieme.com.

2. The Information We Collect

To provide a **NICE-compliant assessment**, we must collect specific information:

- **Personal Details:** Your name, age, and contact information.
- **Clinical History:** Detailed information regarding your childhood, adult symptoms, and mental health history.
- **Collateral Evidence:** Information provided by third parties (such as family members or partners) to support clinical accuracy.
- **Technical Data:** Encrypted video data from your remote assessment.

3. How We Use Your Data

We process your data exclusively to deliver a **clinically robust diagnostic service**. This includes:

- Operating our **"Safety-First" triage** to ensure a remote assessment is safe for you.
- Formulating an accurate clinical diagnosis and detailed report.
- Sharing findings with your GP (only with your explicit consent) to support **Collaborative Care**.

4. How We Protect Your Information

We utilize a **dual-layer security model** to ensure your data remains confidential:

- **Encrypted Technology:** We use secure, encrypted video platforms for all deep-dive interviews.
- **Secure Transcription:** We utilize **BAA-protected, secure clinical transcription** to ensure 100% accuracy and privacy in our reports.
- **Clinical Governance:** As the Registered Manager, Karen Daniels oversees all clinical risk and information governance protocols.

5. Data Retention

We hold your clinical records in accordance with UK health and social care retention schedules. This ensures that if you require a copy of your **detailed clinical report** in the future, it is available and secure.

6. Your Rights

Under UK GDPR, you have the right to:

- Request a copy of the information we hold about you.
- Ask us to correct any inaccuracies in your record.
- Withdraw consent for us to share information with your GP at any time.

7. Transparency & Candour

In line with our **Duty of Candour**, we will always be open and honest about how your data is used. We do not sell your data to third parties, and we only share information when legally required or when it is essential for your safety and care.

Contact Us If you have any questions about how your data is handled at Selphie, please contact our Registered Manager directly at hello@selphieme.com.