



Creating Change in The Blink of an Eye

A Tribute to Arthur Partridge



It is with sadness that I learned that Arthur died suddenly in late December.

Many of us have known Arthur for many years and enjoyed his company at social and training events. Arthur was known for his great sense of humour and enthusiasm for learning and will be missed by many.

Newsletter of the Association for IEMT Practitioners

Editor: Sonia Richards

Association for IEMT Practitioners Members

This is your newsletter.

Do you have an article, case study, book review etc, that you would like featured in forthcoming issues?

If so contact: sonia@soniarichards.com

General Data Protection Regulation - GDPR - By Sonia Richards

As many of you may be aware there is a new set of Data Storage/ Data Protection regulations, the GDPR, which takes effect May 25, 2018 and is designed to unify data privacy requirements across the European Union (EU). If you market to or process the information of EU Data Subjects – which include end users, customers and employees – you need to learn how to address these key requirements.

A key website to access full information on GDPR is:
<https://www.eugdpr.org/gdpr-faqs.html>

What constitutes personal data?

Any information related to a person or 'Data Subject' that can be directly or indirectly identify the person e.g. names, contact information, social media/networking posts, medical information, bank details, computer IP address.

Data controller vs data processor

Controllers determine the purposes, conditions and means of the processing, whilst a processor will process personal data on behalf of the controller.

Conditions for Consent

These have been strengthened to simplify Terms & Conditions, with consent required to be given in an intelligible and easily accessible form, with the purpose for data processing attached to that consent. Consent must be clear and distinguishable from other matters. It must also be easy for the person to withdraw consent.

Remembering "Ay Pee"

By: Sonia Richards



I first encountered the wonderful Arthur Partridge at the inaugural IEMT Trainer Training in Southampton June 2013. We immediately got on, sharing a similar sense of humour and as we found out some mutual old friends.

Ay Pee as he liked to be known, had an ease about him that comes from someone very comfortable with their own identity.

A huge advocate of Andrew Austin's work, he generously promoted all of us who worked to spread the word about IEMT and also Metaphors of Movement. He would often re-post my IEMT Training on Facebook and Twitter and directed people along to my courses. I met Ay Pee many times after that first training, whether at one of Andy's training events, other trainings or occasional social events.

Everyone who met Arthur was struck by his infectious laughter and sense of positivity, no matter what was happening in his life.

Sadly a huge piece of the IEMT Association has been lost, but his enthusiasm, wit and generosity will always be remembered.

I raise my cup of tea to Arthur and thank him for being a valued friend.

Under the age of 16

Parental consent is required to process the personal data of children under 16 for online services. Legislation may lower this age to 13.

For PDF'S on how to comply, please access the Information Commissioners Office: <https://ico.org.uk/for-organisations/>

Remember these new regulations will be implemented regardless of our membership of the EU and large fines can be levied for non-compliance: 1) Up to €10 million, or 2% annual global turnover – whichever is higher. 2) Up to €20 million, or 4% annual global turnover – whichever is higher.

Recent IEMT News Items - By Andrew Austin

Marketing Tools

In a bid to assist practitioners with their online marketing, I have added links to a number of useful marketing tools that you may wish to take advantage of. I have also added a video showing some useful strategies for online marketing that I highly recommend you begin using if you wish to expand your client base. Please remember to keep your claims about the efficacy of IEMT "modest".

The Association's IEMT Page

Recent marketing campaigns for IEMT have grown the membership of the Facebook page to just over 19,000, and it is currently growing by around 2000 per week. In the past week alone at the time of writing, posts on the page have been viewed 23231 times. Some of you may wish to start posting your own interesting material on there, as well as the occasional self-promotion in order to raise your own profile.

Save Our Soldier

Save Our Soldier (SOS) is The Association's nominated charity. SOS offers support and treatment for servicemen affected by issues related to PTSD. IEMT provided one of the core practices for intervention and practitioners who wish to get involved are invited to make themselves known to Save Our Soldier via their website: <http://saveoursoldier.co.uk>

Old Pain 2 Go

Old Pain 2 Go is a treatment model for chronic pain developed by Steven Blake. IEMT trainer, Alan Johnson, is also an approved trainer for Old Pain 2 Go and is offering a discount to Association members who would like to learn this interesting area of work.

Regular Press Releases

We will be sending out another batch of press releases in the next couple of weeks. If you have anything that you'd like to have considered for inclusion, do please get in touch.

