

# Privacy Policy

## How I respect privacy when I deal with personal data

I (Luke Wreford, founder of Mindways and the Natural Awareness website) collect and process clients' data in order to provide and develop services including training courses, one-to-one sessions, retreats and other events etc.

This Privacy Policy applies to information I collect about individuals who interact with me through my website, by email, phone call or at face-to-face events. It explains what personal information I collect, how I use it and how I comply with the General Data Protection Regulation (GDPR).

If you have any comments or questions about this policy, feel free to contact [luke@naturalawareness.org.uk](mailto:luke@naturalawareness.org.uk)

### 1. Personal data that I process

The following table explains the types of data I collect and the legal basis, under current data protection legislation, on which this data is processed.

Purpose	Data (key elements)	Basis
Enquiring about my services	Name, email address, message	Legitimate interests - it is necessary for me to read and store your message so that I can respond in the way that you would expect.
Subscribing to email updates about my work and services	Name, email address	Consent - you have given your active consent.
Booking a service e.g. course, event, one-to-one session	Name, email, phone number, mental health screening information	Legitimate interests - this information is necessary for me to fulfill your intention to participate in course, event etc
Making a payment or donation	Name, email address, payment information	Legitimate interests - this information is necessary for me to fulfill your intention of paying for services such courses, events, one-to-one sessions, or make donations, and meet your expectation of receiving a confirmation message.

### 2. How I use your data

I will only use your data in a manner that is appropriate considering the basis on which that data was collected, as set out in the table at the top of this policy.

For example, I may use your personal information to:

- reply to enquiries you send to me;
- where you have specifically agreed to this, send you email updates with details of upcoming courses, events, articles etc;
- communicate with you regarding any bookings you have made
- handle payments, donations or other transactions that you initiate.

### **3. Email updates**

I would like to send you information about products and services that I think you might be interested in. If you have agreed to receive email updates, you may always opt out at a later date by clicking the 'Unsubscribe' link at the bottom of every email update. You have the right at any time to stop me from contacting you for marketing purposes.

If you no longer wish to be contacted for marketing purposes, please contact [luke@naturalawareness.org.uk](mailto:luke@naturalawareness.org.uk)

### **4. Sharing data**

I confirm that I will not share any of your data with third parties.

### **5. How long I keep your data**

I will hold your data for as long as you are subscribed to my email updates or until you request that your data be deleted.

To request that your data be deleted please email [luke@naturalawareness.org.uk](mailto:luke@naturalawareness.org.uk)

### **6. Rights you have over your data**

You have a range of rights over your data, which include the following:

- Where data processing is based on consent, you may revoke this consent at any time and I will make it as easy as possible for you to do this.
- You have the right to ask for rectification and/or deletion of your information.
- You have the right of access to your information.
- You have the right to lodge a complaint with the Information Commissioner if you feel your rights have been infringed.

A full summary of your legal rights over your data can be found on the Information Commissioner's website here: <https://ico.org.uk/>

If you would like to access the rights listed above, or any other legal rights you have over your data under current legislation, please get in touch with me.

Please note that relying on some of these rights, such as the right to deleting your data, will make it impossible for me to continue to deliver some services to you. However, where possible I will always try to allow the maximum access to your rights while continuing to deliver the services you wish to engage with.

## **7. Cookies and usage tracking**

A cookie is a small file of letters and numbers that is downloaded on to your computer when you visit a website. Cookies are used by many websites and can do a number of things, e.g. remembering your preferences and counting the number of people looking at a website.

I do not use cookies to collect personal data, but if this changes I will list these purposes in section 1 above, along with other personal data that I collect. However, I may use some cookies that do not collect personal information but that do help me collect anonymous information about how people use my website. I use Google Analytics for this purpose. Google Analytics generates statistical and other information about website usage by means of cookies, which are stored on users' computers. The information collected by Google Analytics about usage of my website is not personally identifiable. The data is collected anonymously, stored by Google and used by me to create reports about website usage. Google's privacy policy is available at <http://www.google.com/privacypolicy.html>.

## **8. Modifications**

I may modify this Privacy Policy from time to time and will publish the most current version on my website. If a modification meaningfully reduces your rights, I'll notify people whose personal data I hold and is affected.

## **9. How to contact me**

By email: [luke@naturalawareness.org.uk](mailto:luke@naturalawareness.org.uk)

By phone: 07879 633516