

# Privacy Notice

## What Works Psychology

Trading name of Dr Henry Briscoe (Sole Trader)

Effective Date: 10/04/2026

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### Contact Details

Trading Name: What Works Psychology

Email: [contact@whatworkspsychology.co.uk](mailto:contact@whatworkspsychology.co.uk)

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### Introduction

Your privacy matters to us. This Notice explains what personal data we collect, why we collect it, how we store it, and your rights under UK GDPR and the Data Protection Act 2018. We collect only the information necessary to run our website, deliver our Workshops, process payments, manage our mailing list, and respond to enquiries.

## 1. What Personal Information We Collect

### 1.1 Information you provide directly

We collect personal information when you:

- Register or purchase a place on a Workshop
- Join our waitlist or mailing list
- Contact us by email or via our website
- Provide feedback following a Workshop

The information collected typically includes your name and email address. Payment card details are collected directly by Stripe and are never seen or stored by us. We do not collect sensitive or special category data in connection with our Workshops.

### 1.2 Information collected automatically

When you visit our website, we may automatically collect:

- IP address
- Browser type and version
- Pages visited and time of visit

This information is used solely to maintain and improve our website and is not used to identify individuals.

## **2. How and Why We Use Your Data**

We use your personal information to:

- Process Workshop bookings and send confirmations
- Process payments securely via Stripe or BACS
- Manage our waitlist and notify you of upcoming Workshop dates
- Send our newsletter and updates (with your consent)
- Respond to enquiries
- Improve our website and services

We do not use your data for automated decision-making or profiling.

## **3. Legal Basis for Processing**

We process your personal data on the following legal bases under UK GDPR:

- Contractual obligation — to fulfil your Workshop booking and process payment
- Legitimate interest — to respond to enquiries and operate our business
- Consent — for mailing list and newsletter sign-up

You may withdraw consent for marketing communications at any time by contacting us or clicking unsubscribe in any email we send.

## **4. Data Sharing and Third-Party Services**

We do not sell or rent your personal data. We share data only with the following trusted third-party services that are necessary to operate our website, process payments, and deliver our Workshops:

- Stripe — secure payment processing (card payments only; card details are handled entirely by Stripe and never stored by us)
- Google Sheets — used to manage waitlist and newsletter subscriber data
- Zapier — used to route form submissions to our data systems
- DreamHost — website hosting

All third-party providers are required to handle your data securely and in accordance with applicable data protection law. Stripe is PCI-DSS compliant. For BACS payments, only your bank account details are used for the purpose of receiving payment and are not stored beyond what is necessary.

## **5. How We Store and Protect Your Data**

Your data is stored using secure, cloud-based systems. We take reasonable technical and organisational measures to protect your data against unauthorised access, loss, or misuse.

### **5.1 Retention periods**

- Workshop booking and waitlist data: retained for up to 2 years following your last interaction with us, then securely deleted
- Newsletter subscriber data: retained until you unsubscribe or request deletion
- General enquiry data: retained for 12 months, then deleted

## **6. Your Data Protection Rights**

Under UK GDPR, you have the right to:

- Access the personal data we hold about you
- Request correction of inaccurate information
- Request deletion of your data (in certain circumstances)
- Restrict or object to certain processing activities
- Request data portability
- Withdraw consent at any time (where processing is based on consent)

To exercise any of these rights, please contact us at: [contact@whatworkspychology.co.uk](mailto:contact@whatworkspychology.co.uk)

We will respond within one calendar month.

## **7. Cookies**

Our website uses essential cookies for security and basic functionality. These do not collect personally identifiable information. You can manage cookie preferences through your browser settings.

## **8. International Data Transfers**

Some of our third-party service providers may process data outside the UK. Where this occurs, appropriate safeguards are in place, such as Standard Contractual Clauses (SCCs), to ensure your data is protected to UK standards.

## **9. How to Raise a Concern**

If you have any concerns about how we handle your personal data, please contact us in the first instance:

Email: [contact@whatworkspsychology.co.uk](mailto:contact@whatworkspsychology.co.uk)

If you remain unsatisfied, you have the right to complain to the Information Commissioner's Office (ICO):

Information Commissioner's Office

Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF

Tel: 0303 123 1113

Web: [www.ico.org.uk](http://www.ico.org.uk)

## **10. Updates to This Notice**

We may update this Privacy Notice from time to time to reflect changes in our services or legal requirements. The current version will always be published on our website with a revised effective date.

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