

Privacy Policy

Last Updated: [Insert Date]

Who We Are

Listening Matters ("we", "our", or "us") operates:

- <https://listeningmatters.me>
- <https://appreciatelife.net>

We are committed to protecting your privacy and handling your personal information responsibly.

For privacy-related questions, contact:

Listening Matters

Email: hello@listeningmatters.me

Alternative Contact: julia@appreciatelife.net

Telephone: +44 07970 830646

Information We Collect

We may collect:

- Name
 - Email address
 - Phone number
 - Postal address
 - Billing information
 - Information you provide through forms, surveys, bookings, webinars, purchases, and communications
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How We Collect Information

We collect information through:

- Newsletter sign-up forms
- Contact forms
- Booking forms
- Event registrations
- Checkout pages
- Customer support communications

- Affiliate and marketing systems
 - Funnel Launch services
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How We Use Your Information

We use information to:

- Deliver products and services
 - Process payments
 - Provide customer support
 - Send newsletters and updates
 - Improve our websites
 - Analyze website performance
 - Comply with legal obligations
 - Prevent fraud and abuse
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Legal Basis for Processing

Under UK GDPR, we process personal data based on:

- Consent
 - Contract performance
 - Legitimate interests
 - Legal obligations
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Payment Processing

Payments are processed securely by Stripe.

We do not store full payment card information on our servers.

Please review Stripe's Privacy Policy for additional information.

Email Marketing & CRM

We use Funnel Launch and may use other email marketing or CRM providers including:

- Mailchimp

- ConvertKit
- ActiveCampaign
- HubSpot

These providers process data on our behalf.

Analytics & Advertising

We may use:

- Google Analytics
- Google Search Console
- Google Ads
- Meta Ads
- TikTok Ads
- LinkedIn Ads
- YouTube Ads

These services may use cookies and similar technologies to understand website usage and improve advertising effectiveness.

Embedded Content

Our websites may include embedded content such as:

- YouTube videos
- Vimeo videos
- Calendly booking forms
- Social media content

Embedded content may collect data as if you visited the third-party website directly.

Cookies

We use cookies and similar technologies to:

- Operate our websites
- Improve user experience
- Measure traffic and engagement
- Support advertising campaigns

Where legally required, we will request consent before placing non-essential cookies.

Data Retention

We keep personal information only as long as necessary for:

- Business operations
 - Legal compliance
 - Customer support
 - Record keeping
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Your Rights

You may have rights to:

- Access your data
 - Correct inaccurate information
 - Request deletion
 - Restrict processing
 - Object to processing
 - Withdraw consent
 - Lodge a complaint with the UK Information Commissioner's Office (ICO)
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Data Security

We use reasonable technical and organizational measures to protect your information.

No online system can guarantee absolute security.

International Transfers

Some service providers may process data outside the United Kingdom.

Where required, appropriate safeguards will be used.

Changes to This Policy

We may update this policy periodically.

Updates will be posted on this page.