MJ79 privacy notice

Last updated: 9 November 2026

This notice explains what happens to your information when you take the "I'm Fine Mate" test, join an MJ79 programme, or get emails from me. I've kept it plain English. If anything isn't clear, email me.

Who I am

MJ79 is run by me, Michael Pulman, as a sole trader in the UK. I'm the "controller" of your information, which means I decide how it's used and I'm responsible for looking after it.

Contact: michael@cellresetmethod.com

ICO registration number: ZA381990

What I collect

When you take the test:

- Your first name, email address, and mobile number if you give it
- Your age group
- Your answers, including answers about your energy, sleep, mood, body, confidence and blood tests
- Anything you write in the free-text boxes
- Your Fine Score and result

If you book a call or join a programme: your booking details, payment confirmation (I never see your full card details), and notes from our calls.

If you have bloods done through MJ79: your blood results and what we discuss about them.

Basic technical information: for example, which emails you open and whether a page loaded. This helps me see what's working.

Answers about your health and how you feel count as **health information**, which UK law treats as special category data. I only keep it because you tick the box to say I can.

Why I use it

- **To give you your result** and send it to you by email, with a link to retake the test.
- **To reply to you personally.** I read the answers myself.
- **To send you emails about MJ79,** including my free events and programmes. You can unsubscribe from any email with one click.
- **To run the programme** if you join: your plan, coaching, group sessions and bloods.
- **To improve the test and MJ79.** If I ever share numbers publicly, such as "most men who take this test sleep badly", they are combined and anonymous. Nobody can be identified.

The legal basis

- **Your consent** for your test answers, health information and marketing emails. You can withdraw it any time by emailing me, and I'll stop.
- **A contract** with you, if you buy a programme.
- **Legitimate interests** for keeping basic records of who I've spoken to and what was agreed.
- **Your vital interests:** if something you write makes me seriously worried about your safety, I may contact you directly or, in an emergency, contact the emergency services.

Who sees it

- **Me.** I read every answer myself.
- **People who help me run MJ79,** only as far as their job needs. For example: my assistant (contact details and admin, not your written answers unless you agree), your coach if you join a programme, and a qualified phlebotomist and private lab if you have bloods done.
- **The companies that host my systems:** my customer and email software, booking and payment providers. They store information for me and aren't allowed to use it for anything else.

Some of these providers store data outside the UK, including in the US. Where they do, it's protected by the safeguards UK law requires, such as the UK International Data Transfer Agreement or the UK–US data bridge.

I never sell your information, and I never pass it to anyone for their own marketing.

How long I keep it

- **Test answers:** for 2 years after we were last in touch, then they're deleted.
- **Programme records:** for 6 years after you finish, because I have to keep business and tax records.
- **If you unsubscribe,** I keep your email address on a "do not email" list so I don't contact you again by mistake.

You can ask me to delete your test answers sooner. Just email me.

Your rights

You can ask me to:

- Show you the information I hold about you
- Correct anything that's wrong
- Delete your information
- Stop or limit how I use it
- Send your information to you in a format you can take elsewhere
- Stop sending you marketing emails (or click "unsubscribe" at the bottom of any email)

Email michael@cellresetmethod.com. I'll reply within one month, and it's free.

Keeping it safe

Your information is kept in password-protected systems with two-step login. Only the people listed above can see it.

This test isn't medical advice

The "I'm Fine Mate" test is a self-check, not a medical or psychological assessment. If you're worried about your health, speak to your GP. If it feels like too much right now, call Samaritans on 116 123 (free, any time) or NHS 111 (option 2 for mental health). In an emergency, call 999.

Complaints

If you're unhappy with how I've handled your information, please tell me first and I'll put it right. You can also complain to the Information Commissioner's Office: ico.org.uk/make-a-complaint or 0303 123 1113.

Changes

If I change this notice, I'll update the date at the top. If it's a big change, I'll email you.