



PRIVACY POLICY

Christine Chu Hui Davies

At Christine Chu Hui Davies, we are committed to protecting your privacy and handling your personal information responsibly. This Privacy Policy explains how we collect, use and protect your information, in line with the UK GDPR and the Data Protection Act 2018.

What information we collect

We collect information from you when you register on our site, place an order, join a programme such as the Root Reset or the Overwhelmed Mums Reset, download a free resource, respond to a survey or email, or use another feature of our site. This may include your name, email address, postal address, phone number, billing details and payment information. Your card details are handled by our payment processor and are not stored by us. You can visit our site without giving us personal information, though some features need it.

Like most websites, we use cookies to improve your experience and understand how our site is used. See the cookies section below.

How we use your information

We use the information we collect to:

Provide the programmes, products and services you have bought, and manage your account, payments and access. Respond to your questions and support requests.
Send you the emails, resources and updates you have asked for or opted in to.
Improve our website, content and offerings. Meet our legal, accounting and tax obligations.

If you have opted in to our emails or free resources, we will send you educational and marketing emails. You can unsubscribe at any time using the link at the bottom of any email. If you have not opted in, you will not receive marketing emails from us.

Our lawful bases

We rely on the following lawful bases under UK GDPR: performance of a contract, to deliver the programmes and products you buy; consent, for marketing emails and non-essential cookies, which you can withdraw at any time; legal obligation, for tax and accounting records; and our legitimate interests, to run and improve our business in ways that do not override your rights.

Payment processing and other providers

We use trusted third-party providers to run our business, including a payment processor (Stripe) to take payments and manage payment plans, along with providers for email, website hosting and course delivery. These providers process your information only as needed to provide their service to us, and are required to keep it secure and confidential. Payments are handled securely by our payment processor, and we do not see or store your full card details.

Use of AI-assisted tools

We use AI-assisted tools to help us run our business, for example to help draft and organise content and communications. Where any such tool involves your personal information, we choose reputable providers, handle your information in line with this policy and applicable law, and do not permit your personal information to be used to train providers' public models where that control is available to us.

Cookies

As you browse our sites, cookies may be placed on your device. We use essential cookies, which are needed for the site to work, performance cookies, which help us

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understand how the site is used, and functionality cookies, which remember your preferences. You can manage or disable cookies in your browser settings, though disabling them may affect how the site works. By continuing to use the site you consent to essential cookies. For non-essential cookies, we will ask for your consent.

How we protect your information

We use a range of security measures to keep your information safe. Personal information is held on secured systems and is only accessible to a limited number of people who need it and are required to keep it confidential. Sensitive information submitted through our site is transmitted using secure technology.

Sharing your information

We do not sell or trade your personal information. We share it only with the providers who help us run our business, as described above, and only so far as they need it to provide their service, and where they agree to keep it confidential. We may also disclose information where we are required to by law, or to protect our rights, property or safety, or those of others. Non-personal, aggregated information may be used for marketing or analysis.

International transfers

Some of our providers may process information outside the UK. Where they do, we take steps to ensure your information is protected by appropriate safeguards, in line with UK data protection law.

How long we keep your information

We keep your personal information only as long as we need it for the purposes we collected it for, including meeting legal, accounting and tax requirements. When deciding how long to keep it, we consider the amount and sensitivity of the information, the risk of harm from misuse, the purposes we are using it for, and our

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legal obligations. We may keep anonymised information for research or statistics indefinitely.

Your rights

Under UK data protection law you have the right to access your personal data, correct inaccurate data, request erasure, restrict or object to processing, and request data portability. To exercise any of these, or to change your email preferences, contact us using the details below. In the event of a data breach, we will notify affected users and the relevant authorities as required.

If you're unhappy with how we've handle your personal information, you have the right to complain to the Information Commissioner's Office (ICO) at ico.org.uk, though we'd always rather you came to us first so we can put it right.

Third-party links

Our site may include links to other websites, which have their own privacy policies. We are not responsible for the content or practices of those sites, though we welcome feedback about any link.

Changes to this policy

If we change this policy, we will post the changes on this page. Changes apply only to information collected after the date of the change.

Your consent and contact

By using our site, you agree to this Privacy Policy. This policy applies to information collected through our website. We welcome your questions and feedback about privacy at admin@christinechuhuidavies.com.

66 Paul Street, London EC24 4NA

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