Privacy Policy

Version 1.1 | 24 October 2026

1. Who I am

Emilie Louise is the trading name of Emilie Forster, a sole trader providing emotional wellbeing guidance, small-group programmes, workshops and related personal-development services.

For data protection purposes, Emilie Forster trading as Emilie Louise is the data controller for the personal information described in this policy.

Email: hello@emilielouise.co.uk

Business postal address: 44 Selsey Ave, Elson, Gosport, PO12 4DL

2. What information I may collect

Depending on how you interact with Emilie Louise, I may collect and use:

- identity and contact information, such as your name, email address and telephone number;
- booking and transaction information, including the service or programme you have booked and payment status;
- communications you send to me by email, messaging services, social media or other contact methods;
- information you choose to share during 1:1 sessions, group sessions, workshops, check-ins or written reflections;
- brief session or programme notes that I create where these are useful for providing the service and maintaining continuity;
- where you have separately and explicitly agreed, written transcripts generated using Zoom's transcription or AI functionality during 1:1 sessions;
- feedback, testimonials or survey responses where you choose to provide them; and
- technical or usage information collected by websites or third-party platforms where applicable.

Because my work relates to emotional wellbeing, information you voluntarily share may sometimes include health information or other information classed as special category data under data protection law. I aim to collect only information that is relevant and necessary for the support being provided.

3. How I collect your information

I usually receive personal information directly from you, for example when you:

- contact me or enquire about a service;
- book or pay for a programme, session or workshop;
- communicate with me by email, WhatsApp or social media;
- take part in a 1:1 session, group, workshop or check-in; or
- complete a form, reflection, feedback request or other resource.

I may also receive limited information from service providers used to run the business, such as confirmation from a payment provider that you have paid.

4. Why I use your information and my lawful bases

I use personal information only where I have a lawful reason to do so. This may include:

- Contract - to respond to a booking, provide a service you have purchased, arrange sessions, communicate about your programme and administer your participation.
- Legal obligation - where I need to keep or use information to comply with tax, accounting or other legal requirements.

- Legitimate interests - for proportionate business administration, maintaining appropriate records, improving services, responding to enquiries and protecting the security and integrity of the business, where those interests do not override your rights.
- Consent - where I ask for your permission for a particular optional use, such as certain marketing communications or the use of a testimonial.

Some information you choose to share may be special category data, for example information about physical or mental health, religious or philosophical beliefs, racial or ethnic origin, sexual orientation or sex life. Where special category data is processed, I will identify both an appropriate lawful basis and an appropriate condition under data protection law. Where explicit consent is the appropriate condition, I will ask you to give that consent separately and will keep a record of it.

For optional Zoom transcription of 1:1 sessions, I rely on your separate, explicit consent for the transcription process. Transcription is not required in order to receive Emotional Wellbeing Guidance. You may refuse transcription or withdraw consent for future sessions without losing access to the underlying service. Withdrawing consent does not affect processing that was lawful before withdrawal.

5. How I use your information

Your information may be used to:

- respond to enquiries and communicate with you;
- process and administer bookings and payments;
- provide 1:1 guidance, groups, programmes, workshops and resources;
- support continuity between sessions or across a booked programme;
- where you have consented to Zoom transcription, use the resulting written transcript to support session notes, reflection, continuity and preparation for future sessions;
- manage group participation, safety, boundaries and appropriate follow-up;
- meet legal, tax and accounting obligations;
- handle complaints, disputes or safeguarding concerns where relevant;
- improve the way services are delivered; and
- send marketing communications where I am legally permitted to do so.

I do not use your personal information for solely automated decision-making that produces legal or similarly significant effects.

6. Marketing

I will not add you to a marketing list simply because you enquire about or purchase Make Space or another service. Where consent is required for marketing, I will ask for it separately. You can unsubscribe or withdraw marketing consent at any time by using the unsubscribe option provided or by emailing hello@emilielouise.co.uk.

7. Who I may share information with

I do not sell your personal information. I may use trusted service providers to help operate the business and deliver services. Depending on the service you use, these may include:

- Stripe or another payment provider for payment processing;
- email and productivity providers used for business communications and document storage;
- Zoom for online sessions and, where you have separately consented, Zoom's transcription or AI functionality used to create a written session transcript;
- WhatsApp for private programme or group communications where this is part of the service;
- website, design or hosting providers used to make information and resources available online; and
- professional advisers, regulators, law-enforcement bodies or other organisations where disclosure is required by law or is reasonably necessary to establish, exercise or defend legal rights.

Some providers may act as processors on my behalf and others may process information under their own privacy terms, depending on the service. They may process data outside the UK. Where international transfers apply, I take reasonable steps to use providers and transfer arrangements that provide appropriate safeguards under applicable data protection law.

8. Zoom transcription and AI

For 1:1 Emotional Wellbeing Guidance, I may offer the option of using Zoom's transcription or AI functionality to create a written transcript of the session. This is optional and will only be used where you have given separate, explicit consent before the transcription is used.

A transcript may contain information you choose to discuss during the session, including sensitive or special category information. I use the transcript only for legitimate client-work purposes such as creating or checking session notes, maintaining continuity and preparing for a future session.

You can receive the 1:1 service without agreeing to AI transcription. If you withdraw consent, I will stop using transcription for future sessions. Where applicable, you may also ask me to delete a transcript already held, subject to any legal reason that requires or permits me to retain particular information.

I do not routinely make a separate audio or video recording of sessions for my own records. Zoom may process session data in order to provide the online meeting and transcription functionality. Further information about Zoom's own processing is available in Zoom's privacy information.

I do not currently upload identifiable client session transcripts to general-purpose consumer AI services such as a personal ChatGPT workspace for analysis. If I introduce a new AI provider or materially change how client transcripts are used in future, I will assess the data-protection implications and update this policy and consent information before doing so.

9. Group spaces and WhatsApp

If you join a group service such as Make Space, other participants may be able to see information you choose to share in the group, including your WhatsApp profile information where applicable. Please only share information you are comfortable sharing with the group.

Participants are asked to respect each other's privacy and confidentiality. However, I cannot guarantee how another participant will behave with information they receive. The Make Space Participation Terms provide additional expectations for group confidentiality and conduct.

10. How long I keep information

I keep personal information only for as long as reasonably necessary for the purpose for which it was collected, including to provide services, maintain appropriate business records and meet legal, tax, accounting or dispute-resolution requirements.

As a general approach, routine programme/session notes and any consented session transcripts are reviewed after the service ends and are not kept longer than needed for continuity, safeguarding, complaint handling or legitimate record-keeping. I will periodically review whether a transcript is still necessary and securely delete it when it is no longer required. Financial and transaction records may need to be retained for longer where tax or accounting law requires this.

Retention periods may therefore differ depending on the type of information and why it is held. I periodically review information and securely delete or anonymise it when it is no longer required.

11. How I protect your information

I take reasonable technical and organisational steps to protect personal information against accidental loss, unauthorised access, misuse, alteration or disclosure. This includes limiting access to business information, using appropriate account, device and platform security, and taking particular care with session notes and transcripts that may contain sensitive information.

No internet, email or messaging system can be guaranteed to be completely secure, so please consider the sensitivity of information you choose to send electronically.

12. Your data protection rights

Depending on the circumstances, you may have rights to:

- ask for access to the personal information I hold about you;
- ask for inaccurate or incomplete information to be corrected;
- ask for your information to be deleted in certain circumstances;
- ask me to restrict how your information is used in certain circumstances;
- object to certain uses of your information;
- receive certain information in a portable format where the right to data portability applies; and
- withdraw consent at any time where I rely on consent. Withdrawal does not affect the lawfulness of processing carried out before consent was withdrawn.

To exercise a data protection right, contact hello@emilielouise.co.uk. I may need to verify your identity before acting on a request.

13. Complaints

If you have concerns about how I use your personal information, please contact me first at hello@emilielouise.co.uk so I can try to resolve the issue.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK's data protection regulator. Information about making a complaint is available on the ICO website.

14. Cookies and website information

If an Emilie Louise website uses cookies or similar technologies, information about those cookies and any choices available to you should be provided on the relevant website. Where non-essential cookies require consent, they should not be used until the required consent has been obtained.

15. Changes to this privacy policy

I may update this privacy policy when my services, systems or legal obligations change. The current version will be made available wherever this policy is published. Where a change materially affects how I use information already collected, I will take reasonable steps to bring that change to the attention of affected individuals before the new use begins.