



Privacy Policy

Dyslexia in Adults

Version 2.0. Effective date: 27/08/2026

Dyslexia in Adults Privacy Policy

1. Who we are

This website and the services offered through it are run by Natalie Brooks, trading as Dyslexia in Adults ("we", "our", "us"), a sole trader based in England.

We are the data controller for the personal data we hold about you, which means we are responsible for deciding how and why it is used. We are committed to protecting your privacy and handling your information responsibly and in line with UK data protection law, including the UK GDPR and the Data Protection Act 2018.

- Registered address: 2nd Floor Nucleus House, 2 Lower Mortlake Road, Richmond, TW9 2JA
- Email: hello@dyslexia-in-adults.com
- ICO registration number: 00015044647

2. What this policy covers

This policy explains what personal data we collect, why we collect it, how we use and store it, who we share it with, how long we keep it, and your rights. It applies to visitors to our website, people who enquire about or use our services, members of The Hive, and our corporate clients and their staff.

3. What personal data we collect

Depending on how you interact with us, we may collect:

- Your name
- Your email address and, sometimes, phone number
- Your postal address (in some cases)
- Company or employer information, where relevant to corporate work
- Health information, specifically that you are dyslexic or otherwise neurodivergent (see section 4)
- Coaching notes created while we work together
- Video or audio recordings of sessions that have been agreed to

- Payment and billing information
- Basic technical information when you use our website (see section 13)

4. Health data (special category data)

Because our work supports dyslexic and neurodivergent people, some of the information we hold about you counts as health data, which is a specially protected category. We only collect and hold this information with your **explicit consent**, and only where it is needed to deliver your coaching or support. You can withdraw that consent at any time by contacting us, though this may affect our ability to continue working with you.

5. How and why we use your data

We only use your personal data where the law allows. Our reasons are:

- **To deliver our services** (coaching, memberships, corporate training): to fulfil our contract with you.
- **To hold health-related notes:** your explicit consent, alongside the services we deliver
- **To respond to enquiries** you send us: our legitimate interest in answering you.
- **To send marketing emails:** your consent (see section 12).
- **To keep financial and tax records:** to meet our legal obligations.

6. How we use AI tools

We use AI tools, including Claude and ChatGPT, to help with tasks such as drafting and summarising. We do not enter information that identifies you into these tools. Where we use them in connection with client work, we remove names and identifying details first, and a person always reviews the output before it is used.

Over and above this we use an AI note-taking tool called Heidi (<https://www.heidihealth.com>) to help capture accurate session notes, and we may record sessions to support any coaching. Notes are deleted within 5 years.

7. Where we store your data

Your data is held within the business systems we use to run our work. These include Notion, our email accounts, Google Drive, Google Sheets and Google Docs, Mighty Networks (The Hive), Zoom (session recordings for The Hive), Luma (events), Flodesk (email marketing), Xero (invoicing and accounts), Stripe (payments) and, occasionally, WhatsApp. Each of these providers processes data on our behalf under their own terms and security measures.

8. Transfers outside the UK

Some of our providers are based outside the UK, mainly in the United States. Where your data is transferred outside the UK, we rely on those providers' safeguards, such as UK adequacy arrangements or standard contractual clauses, so that your data continues to be protected to UK standards.

9. Who we share your data with

We do not sell, rent or swap your personal data. We share it only with:

- The service providers listed in section 7, who process it on our behalf.
- Our freelancers or virtual assistant, who access only what they need and are bound by confidentiality.
- Professional advisers, or law enforcement and regulators, where we are legally required to.

10. How long we keep your data, and how we delete it

We keep your personal data only for as long as we need it. When it is no longer needed, we delete or anonymise it. We follow a written retention schedule (available on request) that sets out how long we hold each type of data and why. In summary:

- We anonymise enquiry and booking data held in our meeting scheduling software, Calendly (<https://calendly.com/>) that do not lead to a contract within 2 years.

- We delete marketing subscribers and CRM contacts, including those who booked a call, showed interest, or were former Hive members, after 2 years without engagement, or sooner if they unsubscribe.
- We keep client and financial records for up to 6 years after our work ends, to meet accounting and legal requirements.
- We keep coaching notes, which may contain health information, on our note-taking tool Heidi (see section 6), and delete them within 5 years of our work ending.
- Recordings of The Hive and corporate sessions may be used in those programmes and our marketing, and where they show identifiable people we obtain consent before any public use.
- We remove Hive member data 2 years after a member leaves or becomes inactive.
- We delete general email correspondence after 5 years, unless it forms part of client or financial records we must keep longer.
- We delete unsuccessful job, consulting or freelancer applications within 2 years, unless you have agreed we can keep your details on file.
- Website and server logs are held only for a short period by our website provider.

If you ask us to delete your data (your right to erasure), we will action this within one calendar month, unless we are legally required to keep some of it, for example tax records.

11. Your data protection rights

Under UK data protection law you have the right to:

- **Be informed** about how we use your data (this policy).
- **Access** a copy of the data we hold about you.
- **Rectification:** ask us to correct data that is wrong or out of date.
- **Erasure:** ask us to delete your data in certain circumstances.
- **Restrict** how we use your data in certain circumstances.

- **Data portability:** ask us to provide your data in a portable format.
- **Object** to us using your data, including for marketing.
- **Withdraw consent** at any time, where we rely on it.

To exercise any of these, contact us using the details in section 18. We will respond within one calendar month.

12. Marketing and email

We only send you marketing emails if you have signed up to receive them. Every email includes an easy way to unsubscribe, and you can opt out at any time by clicking that link or contacting us. We never share your details with other organisations for their marketing.

13. Cookies

Our website may use a small number of cookies that are necessary for it to work. If we introduce cookies for analytics or marketing, we will update this policy and ask for your consent first through a cookie banner.

14. Do we work in association with third-party payment providers?

If you are purchasing our products online this will be processed by a third-party payment processor, Stripe (<https://stripe.com/gb/privacy>) who specialises in the secure online capture and processing of credit/debit card transactions. If you have any questions regarding secure transactions, please email us as stated in the 'How can you contact us?' section.

15. How we keep your data secure

We use appropriate measures to keep your data safe, including limiting access to those who need it, using secure accounts and passwords, and keeping our systems up to date. No system can be guaranteed fully secure, but we take reasonable steps to protect your information and to deal with any breach promptly, including notifying you and the regulator where we are required to.

16. Children's privacy

Our services are for adults. We do not knowingly collect data about children. If you believe we have, please contact us and we will delete it.

17. How to complain

If you have a concern about how we use your data, please contact us first so we can put it right. You also have the right to complain to the Information Commissioner's Office (ICO):

- Website: <https://ico.org.uk/make-a-complaint>
- Phone: 0303 123 1113
- Post: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

18. How to contact us

For any question about this policy or your data, contact us at hello@dyslexia-in-adults.com, or by post at 2 Lower Mortlake Road, Richmond, TW9 2JA.

19. Changes to this policy

We may update this policy from time to time. The current version and its effective date will always be shown at the top.