

Counselling with Lynda Privacy Policy & Terms of Service

Date of last revision: 26th June 2025

Privacy Policy

1. Introduction

Welcome to Counselling with Lynda. We are committed to protecting your personal information entrusted to us and your right to privacy.

The privacy policy intends to tell you how we collect, use, retain and share your information either provided on paper or electronically. It covers all individuals and business residing in and outside the United Kingdom.

2. Our Contact Information

For the purposes of data protection law, the 'controller' is Counselling with Lynda, registered in Scotland, UK as a self-employed consultant in mental health services, at the address 19 Riverside Manor, Riverside Drive, Aberdeen, AB10 7GR, Scotland.

In this statement we refer Counselling with Lynda to as 'CWL' or as 'we', and related words such as 'us' and 'our'.

If you have any questions or concerns about this privacy notice or our practices with regards to your personal information, please contact us at info@counsellingwithlynda.co.uk.

Please do not include credit card or any sensitive information in your emails to us because of remaining risks in using email communications which are not always secure.

3. Information We Collect

As data controller and processor, we are responsible for your personal data. We are registered as a data controller with the Information Commissioner's Office (ICO), which is the UK's supervisory authority for data protection matters.

We intend to process and use personal information that identifies you as an individual or that related to your business information in:

- Lawful and legitimate interest to accomplish our business purposes
- Hold relevant information to perform the business or for training purposes

- Accurate and up to date
- Processed in accordance with your rights

We may collect and process personal information in the course of our business, such as:

- Personal Information: Name, email address, phone number, etc.
- Professional Affiliations: Business name, title, and address
- Financial Information: Payment card number, bank account number and account details, transaction data such as details about payments to and from you and details of products and services you have purchased from us.
- Marketing Preferences and Customer Service Interactions: Your marketing and communications preferences, entry in contest or promotions, responses to feedback and voluntary surveys.
- Operational Data: Transactions, sales, purchases, etc.
- Learning History: When you participate in online learning programmes, training course enrolment and feedback reports.

We may obtain personal information from various ways such as directly from you when you interact with us (entering into a transaction or contractual agreement with us, purchasing our services, signing up to our mailing lists, your enquiries via online, our website, phones or posts channels, or when we visit you at your offices for training purposes). We may also collect personal data from other sources such as information which already exists in the public domains and joint marketing partners.

We may use information data about how you use our website and services. Information collected through cookies and other tracking technologies.

We do not knowingly collect 'special category' personal data. This is a special type of sensitive data to which more stringent processing conditions apply, and comprises data concerning your racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, health, sex life or sexual orientation, and genetic data and/or biometric data. We also do not collect information about criminal convictions or offences.

4. How We Use and Process Your Personal Information

We use, collect and process personal information, via our website, for a variety of legitimate business purposes described below and in order to deliver our services to you. On the legal basis, we may process and hold personal information:

- To provide and manage services. For instance, when you contact us via our online contact forms or when you send us questions, suggestions, compliments or complaints, or when you request a quote for or other information about our services.
- To complete your inquiries and provide you with related information about our services before you decide to purchase them.
- To conclude and execute agreements with you and to enable us to carry out and deliver our services.
- To fulfil and manage your orders and have the right to contact you about your order and any payments, credits and refunds.
- To manage user accounts and administration activities.
- To send marketing and promotional communications.
- To inform you about changes to our terms and service policies.

5. Legitimate Interest

We will engage in these activities cited above and provide personalised services either with your consent and where we have a legitimate interest to manage our contractual relationship with you, and/or to comply with a legal obligation, which include the following:

- To manage our contractual relationship with you, and conduct our business
- To analyse your personal information and your preferences to provide bespoke services and training courses to achieve your individual or business needs and may be relevant and of interests to you
- To ensure our systems, including our website that are host in a third-party partner are secure
- To provide you with our newsletter, blog and/or other marketing materials
- To send you marketing related emails, with information about our services, new products and other news about us. You have the right to decline receiving marketing-related materials, and can opt-out from receiving this information by contacting us by email: info@counsellingwithlynda.co.uk
- We may aggregate and/or anonymise personal information so that it will no longer be considered personal information. We do so to generate other data for our use, which we may use and disclose for any purpose.



We engage in these activities to manage our contractual relationship, because we have a legitimate interest, and to comply with a legal obligation.

- Accomplishing our business purposes
- For data analysis, for example to improve the efficiency of our services
- For audits, to verify that our internal processes function as intended and are compliant with legal, regulatory or contractual requirements
- For fraud and security monitoring purposes, for example, to detect and prevent cyberattacks or attempt to commit identity theft
- For developing new products and services
- For enhancing, improving, or modifying our current products and services
- For identify usage trends, for example, to understand which parts of our services are of most interest to users
- For determining the effectiveness of our promotional campaigns, so that we can adapt our campaigns to the needs and interests of our users
- For operating and expanding our business activities, for example, to understand which parts of our services are of most interest to our users so we can focus our energies on meeting our users' interests
- For complying with applicable laws, for example, if we are required to cooperate with an investigation pursuant to a court order, disclosing personal information if there is a threat to national security, such as money laundering, drug trafficking and act of terrorism

6. Sharing Your Personal Information

We only share information with your consent, to comply with laws, to provide you with services, to protect your rights, or to fulfil business obligations.

We may disclose your personal information to third party such as payment processing, email delivery and auditing.

We may disclose your personal information to comply with the United Kingdom legal process, law enforcement agencies, government or public agencies or officials, regulators, and any other entity or individual that has the legal authority and where we have legal obligations or legitimate interest to do so. In order to protect our rights, interests, privacy, property or safety, to enforce our terms and conditions or in response to activities that are unlawful or a violation of Counselling with Lynda's rules for use of the website, and to limit the damages that we may sustain.

Furthermore, we may disclose your personal information when it is necessary for instance in the event of merger, sale or joint venture.

Other than with your consent, CWL will not sell, trade, or disclose your personal information to any third parties that want to market products and services to you .

7. Collection of Other Information, Including Cookies

Other information is any information that does not reveal your specific identity or does not directly relate to an individual, such as:

- Browser and device information
- App usage data
- Information collected through cookies, pixel tags and other technologies
- Demographic information and other information provided by you that does not reveal your specific identity
- Information that has been aggregated in a manner that it no longer reveals your specific identity
- Use of cookies: We may use cookies in connection with operation of our website. Cookies are small pieces of information that are stored on your computer by CWL website server managed by a third party. CWL does not retain any personal information through the use of cookies

8. Data Retention

We, Counselling with Lynda, will only keep your personal information for as long as it is necessary and permitted for the purposes set out in this privacy notice. The criteria used to determine our retention periods include:

- The length of time we have an ongoing relationship with you
- Whether there is a legal obligation to which we are subject, for example the current UK tax law specifies a five-year period for retention of some of your personal data
- Whether retention is advisable in light of our legal positions, such as in regard to applicable statutes of limitations, litigation or regulatory investigations

9. Our Security Measures to Protect Your Personal Information

Counselling with Lynda puts security measures in place designed to protect your personal information, to prevent data loss, to preserve data integrity and to regulate access to the data.

Only authorised CWL employees and third parties processing data on our behalf have access to your personal information. All CWL employees who have access to your personal information are required to adhere to this privacy statement. We put in place contractual safeguards with our third-party data processors to ensure that your personal information is processed only as instructed by Counselling with Lynda.

The security measures we have in place include:

- Reviews of information collection, storage and processing practices to protect against unauthorised access
- Restriction of access to personal information
- Use of secure technologies (e.g., SSL, encryption)
- Procedures to respond to cyber security attacks and data security incidents.
- Were we have given you (or where you have chosen) a password which enables you to access certain parts of our website, you are responsible for keeping this password confidential. We ask you not to share a password with anyone

We take all reasonable steps to keep your data safe and secure and to ensure that the data is accessed only by those who have a legitimate interest to do so. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to us. Any transmission is at your own risk. Once we have received your personal data, we will use strict procedures and security features to try to prevent unauthorised access.

If you have reason to believe that your interaction with us is no longer secure, please immediately notify us by email at info@counsellingwithlynda.co.uk.

10. Linked Websites

We may provide links to third party sites including website hosting provider. Since we do not control these websites, we encourage you to review the privacy statement posted on these (and all) third party sites. CWL is not responsible for the privacy statement or practices of sites and services controlled by companies or organisations other than CWL. The inclusion of a link on the services does not imply endorsement of the linked site or service by us.

In addition, we are not responsible for the information collection, use, disclosure or security policies or practices of other organisations, such as Facebook, Apple, Google, Microsoft, or any other app developer, app provider, social media platform provider, operating system provider,

wireless service provider or device manufacturer, including with respect to any personal information you disclose to other organisations through or in connection with the apps or our social media pages.

11. Additional Information Regarding the EEA and Non-EEA

In a few cases, your personal information may be stored and processed in any country engaging service providers, and by using the services you consent to the transfer of information to countries outside of your country of residence which may have data protection rules that are different from those of your country.

We may transfer your personal information to a location (for example to a secure server) outside the European Economic Area (EEA), if we consider it is necessary for the purposes set out in this privacy statement.

In such cases, to safeguard your privacy rights, transfers will be made to recipients to which European Commission “adequacy decision” applies (this is a decision from the European Commission confirming that adequate safeguards are in place in that location for the protection of personal data), or will be carried out under standard contractual clauses that have been approved by the European Commission as providing appropriate safeguards for international personal data transfers, or by the adoption of EU-US Privacy Shield.

If you are located in the EEA, some of the non-EEA countries are recognised by the European Commission as providing an adequate level of data protection according to EEA standards (the full list of these countries is available here https://commission.europa.eu/law/law-topic/data-protection_en).

12. Your Privacy Rights

In some regions, you have rights that allow you greater access to and control over your personal information.

EU data protection rules apply to the EEA, which includes all EU countries and non-EU countries.

The law gives you a number of rights in relation to your personal information including:

- The right to access the personal information we have about you. This includes information from application forms, statements, correspondence and call recordings
- The right to get us to correct your personal information if wrong or incomplete

- In certain circumstances, the right to ask us to stop using or delete your personal information
- the right to refuse or restrict the processing of your personal data for direct marketing purposes
- The right to raise a concern or a complaint

Please do contact us at info@counsellingwithlynda.co.uk if you would like to exercise any of these rights cited above.

13. Your Complaints Over Your Personal Information

We hope that you will be satisfied with the way in which we handle and use your personal information. However, we do hope that if you have a complaint about your personal information, you will contact us in the first instance at info@counsellingwithlynda.co.uk so we can have an opportunity to resolve the risen issue.

You have the right to raise a complaint with the information regulator named the Information Commissioner's Officer (ICO). We encourage you to read about your information rights on ICO's website <https://ico.org.uk/>.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

You may also lodge a complain with a supervisory authority competent for your country or region or where an alleged infringement of applicable data protection law occurs. A list of data protection authorities is available at <https://ec.europa.eu/newsroom/article29/items/612080>.

14. Updates to this Privacy Policy

We may update this privacy notice from time to time. The updated version will be indicated by an updated "Revised" date and the updated version will be effective as soon as it is accessible. You should check this statement on our website occasionally in order to ensure you are aware of the most recent version. Your use of our services following these changes means that you accept the revised privacy statement.

15. Contact Us

If you have questions or comments about this notice, you may email us at info@counsellingwithlynda.co.uk.

Terms of Service

1. Introduction

These Terms of Service govern your use of our website located at www.counsellingwithlynda.co.uk operated by Counselling with Lynda.

2. Acceptance of Terms

By accessing our website, you agree to comply with and be bound by these Terms.

3. Changes to Terms

We reserve the right to change these Terms at any time. We will notify you about significant changes by sending a notice to the primary email address specified in your account or by placing a prominent notice on our site.

4. User Accounts

When you create an account with us, you must provide us with information that is accurate, complete, and current at all times.

5. Prohibited Uses

You may use the Service only for lawful purposes and in accordance with the Terms.

6. Intellectual Property

The Service and its original content, features, and functionality are and will remain the exclusive property of Counselling with Lynda.

7. Termination

We may terminate or suspend your account immediately, without prior notice or liability, for any reason whatsoever, including without limitation if you breach the Terms.

8. Limitation of Liability

In no event shall Counselling with Lynda, nor its directors, employees, partners, agents, suppliers, or affiliates, be liable for any indirect, incidental, special, consequential, or punitive damages.

9. Governing Law

These Terms shall be governed and construed in accordance with the laws of the United Kingdom, without regard to its conflict of law provisions. Counselling with Lynda is registered in Scotland.

10. Contact Us

If you have any questions about these Terms, please contact us at info@counsellingwithlynda.co.uk.