



## User Privacy Notice for *The Collective*

*Last Updated: 7th October 2024*

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### 1. Introduction

At *The Collective*, we are dedicated to protecting your privacy and safeguarding your personal data. This Privacy Notice explains how we collect, use, share, and protect your information in compliance with relevant legislation, including but not limited to:

- General Data Protection Regulation (GDPR)
- Data Protection Act 2018 (UK)

Please review this notice carefully to understand your rights regarding your personal information.

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### 2. Data We Collect

We collect and process your personal data to deliver personalised wellbeing, mindset, and performance support. The types of data we collect may include:

- **Contact Information:** Name, email address, phone number
- **Employment Information:** Job title, department, company name (for *Corporate Collective* users)
- **Usage Data:** Interactions, preferences, and scores on our platform
- **Communication Data:** Feedback, support requests, and user enquiries

*Sensitive Information:* We do not request or process sensitive data unless specifically required by law or under your explicit consent.

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### 3. How We Use Your Data

We use your personal data to:

- Deliver personalised coaching, resources, and interactive content
  - Facilitate support, including via Zenna, our AI Guide
  - Improve platform functionality, user experience, and service quality
  - Ensure compliance with legal requirements and applicable regulations
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### 4. Data Sharing

We only share your data with trusted third parties when necessary to deliver services or maintain platform functionality. These third parties are bound by confidentiality and data protection agreements to safeguard your information.

*The Collective* will not share individual usage data or personal programme details with employers or external parties. Aggregated, anonymous data may be used for reporting purposes, allowing us to demonstrate platform impact while maintaining your confidentiality.

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## 5. Data Security

Your data's security is our priority. We implement technical and organisational measures to protect against unauthorised access, disclosure, alteration, or destruction.

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## 6. Your Rights

You have specific rights regarding your personal data, including:

- **Access:** Request a copy of the data we hold about you.
- **Rectification:** Request corrections to any inaccurate or incomplete data.
- **Deletion:** Request deletion of data in certain situations.
- **Objection:** Object to our processing of your data.
- **Portability:** Request your data in a structured, commonly used, and machine-readable format.

To exercise any of these rights, please contact us as outlined in section 9.

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## 7. Cookies

We use cookies and similar tracking technologies to enhance your experience on our platform. You may manage your cookie preferences in your browser settings.

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## 8. Changes to this Notice

This Privacy Notice may be updated periodically to reflect legal or policy changes. We will notify you of any substantial changes, and updates will be posted on our platform.

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## 9. Contact Us

If you have questions or concerns about your data or wish to exercise your rights, please contact us at:

**Email:** [julie@groupcollective.co.uk](mailto:julie@groupcollective.co.uk)

**Address:** The Collective, 20 Bensham Street, Bouldon, NE35 9LN