

Lucidity Innovation Ltd Privacy Policy

This Privacy Policy explains what personal information Lucidity Innovation Ltd collects, how we use it and how we keep it safe.

Our website and services are intended for adults. We do not knowingly collect personal information about anyone under the age of 18.

Lucidity Innovation Ltd (company number 08306104) is the data controller for your personal information. This means we are responsible for looking after it in line with UK data protection law.

We may update this Privacy Policy from time to time. When we do, we will post the revised version on lucidity.org.uk and change the date at the end of this policy. If we make significant changes to how we use your information, we will let you know by email where we can.

Information we collect

We may collect and process the following personal information about you:

Name, email address, job title and organisation, postal or work address, your answers to our quizzes, payment information when you buy from us, and information about how you use our website.

How we collect your information

We collect information about you:

- When you complete a registration form or otherwise submit personal information
- When you take one of our quizzes, download a free resource or book a call
- When you interact with lucidity.org.uk
- From public sources, such as LinkedIn and your organisation's website

Your email address

When you sign up to our emails, we hold your email address in Kit, our email service provider. You can unsubscribe at any time using the link in every email.

If you take one of our quizzes, we send you your result followed by our regular emails. When you buy an online product, we send you what you need to access it and add you to our email list so we can tell you about similar training and services. We tell you this when you buy. When you book or buy other services, we use your email address only to deliver them and do not add you to our list.

Connecting on LinkedIn

If you take one of our quizzes, sign up to our emails or get in touch with us, we may look you up on LinkedIn and send a connection request, on the basis of our legitimate interest in building professional relationships. If you'd rather we didn't, ignore the request or email hello@lucidity.org.uk.

Website analytics

If you accept analytics cookies when you visit lucidity.org.uk, Google Analytics collects information such as the pages you visit, how long you spend on the site, the website that referred you and your approximate location based on your IP address. We use this in aggregate form to improve our site and the services we offer.

How we use the information we collect

We may use the information that we collect about you for the following purposes:

- Sending you our newsletter and marketing emails.
- Delivering and managing the services and products you book or buy, collecting feedback, managing orders and processing payments.
- Enforcing our terms and conditions, protecting our website and resolving disputes.
- Administration and support.
- Sharing testimonials, only with your permission.

Our lawful bases

We only use your information where the law allows:

- Consent for our newsletter, testimonials and non-essential cookies. You can withdraw it at any time.
- Contract to deliver services and products you book or buy.
- Legal obligation to keep financial records.
- Legitimate interests to run our business, respond to enquiries, connect on LinkedIn and email people who have bought online products about similar training. You can unsubscribe or ask us to stop at any time.

If we want to use your information for a new purpose, we will tell you first.

How we share your information

We do not sell your personal information. We share it only with trusted service providers who help us run our business, and only so they can provide that service to us. These include:

- Kit, for our newsletter, quizzes and automated emails
- Stripe, for processing payments
- Google Analytics, for website analytics
- Calendly, for booking calls
- AI tools, which never receive information that identifies you (see 'Use of AI tools' below)

We require these providers to use your information only to provide their service to us and not to keep it longer than needed. Some of these providers are based outside the UK, including in the United States, and we rely on the safeguards in their standard data protection terms.

We may also disclose your personal information for the following:

- (1) to comply with applicable law, regulation, court order or other legal process;
- (2) to enforce your agreements with us, including this Privacy Policy;
- (3) to respond to claims that your use of lucidity.org.uk violates any third-party rights.

If lucidity.org.uk or our company is merged or acquired with another company, your information will be one of the assets that is transferred to the new owner.

Use of AI tools

We use AI tools to help draft, research and prepare our work. We never enter information that identifies you, your organisation or the people you work with. Clients can ask us not to use AI on your work by emailing hello@lucidity.org.uk, and read more in our [statement on how we use AI](#).

Retention of your information

We keep your information only for as long as we need it. Your email address and quiz answers are kept until you unsubscribe. Client and financial records are kept for six years to meet tax and accounting requirements. Anonymous, aggregate information that cannot identify you may be kept indefinitely.

Your rights

You have the right to access your personal information, ask us to correct or delete it, restrict or object to how we use it, ask for a copy to take elsewhere, and withdraw any consent you have given.

To exercise any of these rights, email hello@lucidity.org.uk. We will respond within one month.

You can stop marketing emails at any time by clicking unsubscribe in any email or by emailing hello@lucidity.org.uk.

If you choose not to give us information we need, we may not be able to provide the service you have asked for.

Cookies

Non-essential cookies are only set if you agree to them through our cookie banner. For details of the cookies we use, see our [Cookie Policy](#).

Security

We use reasonable security measures to protect your information, but no method of sending or storing information online is completely secure.

Links to other websites

Our website may link to other websites. We are not responsible for their content or privacy practices, so please check their own privacy policies.

Contact us

If you have any questions or concerns about how we use your information, contact Lucy Gower, Director, at Lucidity Innovation Ltd, Burn View, Bude, Cornwall EX23 8BX, or email lucy@lucidity.org.uk.

We would always welcome the chance to put things right first, but if you are unhappy with how we have handled your information, you have the right to complain to the Information Commissioner's Office (ICO).

You can call them on 0303 123 1113 or visit ico.org.uk/make-a-complaint.

Burn View, Bude, Cornwall EX23 8BX, United Kingdom

email: lucy@lucidity.org.uk

phone: + 44 7919 173 042

Company number: 08306104

ICO registration number: ZA358014

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