

Privacy notice.

heidibryant.co.uk

Plain-English privacy notice for the website heidibryant.co.uk and any contact, calls or marketing emails that follow on from it. Written to comply with UK GDPR and the Data Protection Act 2018, in language a normal person can read in five minutes.

Last updated: May 2026.

1. Who I am.

This website (heidibryant.co.uk) is run by Heidi Bryant, trading as Ipsum Agency Ltd, a company registered in England and Wales (company number 11644310). My registered office is 5 Ploughman's Way, ME5 9DE.

For the purposes of UK data protection law, I am the data controller for the personal data described in this notice. That means I decide what personal data is collected and what it is used for.

If you want to talk to me about anything in this notice — your data, your rights, or something I might have got wrong — email heidi@ipsum-agency.com.

2. What this notice covers.

This notice applies to:

- Visits to heidibryant.co.uk.
- Contact form submissions, call bookings (via Calendly) and CV downloads.
- Marketing emails I send if you sign up for them.
- Any emails, phone calls or meetings that follow on from your enquiry.

It does not cover client-engagement data (project files, working documents, contracts) — those are governed by your engagement contract with me and, where I act as a processor on behalf of your firm, by your firm's own data agreements.

3. The data I collect.

When you fill in the contact form

Your name, email address, company name (if you give it) and the message you write.

When you book a call

I use [Calendly] for booking. Calendly collects your name, email address, the time slot you pick, and anything you write into their booking form. Calendly is the controller of that data on its own platform — their privacy notice sits at calendly.com/privacy.

When you download any resources

Your email address (so I can send the file) and the resource you asked for.

When you visit the site

Usage data — pages visited, country, broad device type, broad referrer, and how you interact with the site — collected via cookies set by Google Analytics 4. Only set after you give consent via the cookie banner. See Section 10 for the full cookie list.

4. Why I collect it (and the lawful basis).

UK GDPR requires me to tell you the lawful basis for processing your data. Here is the breakdown:

Contact form, call bookings, document downloads

Lawful basis: legitimate interests (Article 6(1)(f) UK GDPR). I need to be able to respond to people who get in touch, and to follow up if you've asked me to. You'd reasonably expect this when you fill in a contact form on a business website.

Marketing emails

Lawful basis: consent (Article 6(1)(a) UK GDPR), in line with PECR rules on direct marketing by email. I only send marketing emails to people who have actively asked to receive them. You can unsubscribe at any time using the link at the bottom of every email, or by emailing me directly.

Following up after an enquiry

Lawful basis: legitimate interests (Article 6(1)(f) UK GDPR). If you contact me about working together, I'll follow up in writing or by phone using the contact details you've given me. I won't add you to a separate marketing list without your consent.

Analytics

Lawful basis: consent (Article 6(1)(a) UK GDPR), in line with PECR. Cookies for Google Analytics 4 are only set if you accept them via the cookie consent banner that appears the first time you visit the site. You can change or withdraw your preferences at any time via the cookie settings link in the website footer.

5. Who else sees it.

I keep things tight. The only third parties who see your data are the platforms I use to run the site and the business:

- Website platform: 123 Reg — hosts the website and the contact form. Their privacy notices are linked from their websites.
- Email: my email is hosted with 123 Reg. Your emails to and from me sit there.
- Call bookings: Currently managed directly with me.
- Email marketing: manages the subscriber list and sends emails on my behalf, if you opt in.
- Analytics: Google Analytics 4 (Google Ireland Ltd, with onward transfer to Google LLC in the US under standard contractual clauses).
- Cookie consent management: 123 Reg built-in consent layer manages the cookie banner and stores your consent choices.
- Accounting / invoicing: — only for clients I work with under contract.

I do not sell your data, swap it, share it with advertising networks, or pass it to anyone else for marketing purposes. Ever.

6. International transfers.

Some of the processors above are based outside the UK (mostly the US and the EU). Where that is the case, I rely on UK GDPR-approved transfer mechanisms — the UK International Data Transfer Agreement or the UK Addendum to the EU Standard Contractual Clauses, alongside the relevant adequacy decisions where they apply. In plain English: I only use processors that have the right legal protections in place for moving data internationally.

7. How long I keep your data.

I keep personal data for as long as I need it, and no longer:

- Contact-form enquiries that don't lead to work: kept for 24 months, then deleted. (Long enough for a slow conversation, short enough not to be a hoarder.)
- Client engagements: data kept for the period of the engagement plus seven years for accounting and tax purposes, in line with HMRC requirements.
- Email subscribers: kept until you unsubscribe, plus 30 days for processing.
- Analytics: anonymous, but retained at the platform for 12–24 months before being aggregated.

8. Your rights under UK GDPR.

You have a set of rights over your personal data. The most relevant ones for this site are:

- The right to be informed (this notice is part of that).
- The right of access — you can ask for a copy of the personal data I hold about you.
- The right to rectification — you can ask me to fix data that's wrong.
- The right to erasure — you can ask me to delete your data, subject to exceptions like the seven-year accounting retention above.
- The right to restrict processing — you can ask me to stop processing your data in certain ways.
- The right to data portability — you can ask for your data in a format you can take elsewhere.
- The right to object — you can object to processing based on legitimate interests, including direct marketing.
- The right to withdraw consent — for anything I process on the basis of consent (i.e. marketing emails), you can withdraw at any time.

To exercise any of these, email hello@heidibryant.co.uk. I'll respond within one month, in line with UK GDPR.

9. How to make a complaint.

If you're unhappy with how I've handled your data, please tell me first — there's a good chance it's a fixable mistake. Email heidi@ipsum-agency.com.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK's data protection regulator. Their website is ico.org.uk and their helpline is 0303 123 1113.

10. Cookies.

This site uses cookies — small text files stored on your device when you visit a website. Cookies fall into two categories on this site:

Strictly necessary cookies

Required to make the site work. They include session and security cookies set by the website platform (123 Reg) and the cookie that remembers your consent choices. Under PECR these don't require consent and are always on. You can block them in your browser settings, but parts of the site may stop working if you do.

Analytics cookies

Set by Google Analytics 4 to help me understand how the site is used in aggregate — which pages are read, how visitors arrive, what device they're on. Used to improve the site, not to identify individuals. Only set after you click "Accept" on the cookie banner.

No advertising or marketing cookies

This site does not run paid ad campaigns and does not set any third-party advertising cookies. No Meta Pixel, no LinkedIn Insight Tag, no Google Ads remarketing, no other ad-network pixels. If I link to my own LinkedIn profile or share posts from my own LinkedIn page, LinkedIn may set its own cookies if you visit them — but that happens on LinkedIn, not here, and is governed by LinkedIn's own privacy notice.

Specific cookies in use

The main cookies you may encounter on this site:

- `__cf_bm` · Set by the website platform · Bot detection · ~30 minutes · Strictly necessary
- `CookieConsent` (or similar) · Set by the consent layer · Stores your cookie preferences · 12 months · Strictly necessary
- `_ga` · Set by Google Analytics 4 · Distinguishes unique visitors · 2 years · Analytics
- `_ga_07TZFT85D1` · Set by Google Analytics 4 (this property) · Maintains session state · 2 years · Analytics

This list is representative, not exhaustive — the consent banner will always show you the live list before you choose.

Changing or withdrawing consent

You can change your cookie preferences at any time by clicking the "Cookie settings" link in the footer of every page. Withdrawing consent does not affect the lawfulness of processing that took place before you withdrew it.

You can also block or delete cookies via your browser settings. Most browsers also support a "Do Not Track" signal which I respect: if your browser sends one, no non-essential cookies are set, regardless of what the banner shows.

11. Children.

This is a B2B website and is not directed at children. I don't knowingly collect personal data from anyone under 18. If you believe a child has provided personal data through the site, contact hello@heidibryant.co.uk and I'll delete it.

12. Changes to this notice.

If I change this notice, the new version will be posted here with a new "Last updated" date at the top. Material changes (e.g. new processors, new uses of data) will be flagged on the site for at least 30 days.

Contact.

heidi@ipsum-agency.com · heidibryant.co.uk

Ipsum Agency Ltd, registered in England. Company number: 11644310. Registered office: 5 Ploughman's Way, ME5 9DE.