

# The Safe Woman Ltd

# Privacy Policy

Last updated: May 2026 | Website: [www.thesafewoman.com](http://www.thesafewoman.com) |

Company Registration Number: 15868456 | ICO Registration Number: ZB812462

**Privacy matters. Safety matters. Trust matters.**

This policy explains how The Safe Woman Ltd collects, uses, stores and protects personal data in line with the UK GDPR and the Data Protection Act 2018.

## 1. Who we are

The Safe Woman Ltd is a UK company providing women's safety workshops, related resources, speaking services and associated support. For the purposes of data protection law, The Safe Woman Ltd is the data controller for the personal data described in this policy.

Contact: [hello@thesafewoman.com](mailto:hello@thesafewoman.com)

Postal address: 37 Bull Street, Holt, Norfolk, NR25 6HP

Company registration number: 15868456

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## 2. Personal information we collect

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

- ✓ Contact details such as name, email address, telephone number, organisation and role.
- ✓ Workshop information such as booking details, attendance information, registration forms, waivers, emergency contact details and accessibility or support needs.
- ✓ Information you choose to provide in enquiries, feedback forms, testimonials, emails or direct messages.
- ✓ Payment or transaction information where relevant. We do not intentionally store full card details.
- ✓ Website and technical information such as IP address, browser type, device information, referral pages, analytics data and cookie information.
- ✓ Marketing preferences, including whether you have signed up to receive updates or newsletters.

We only ask for information that is relevant to the purpose for which it is collected.

### 3. Special category data and sensitive information

Because The Safe Woman Ltd works in the field of women’s safety, some people may choose to share sensitive information with us. This may include health, accessibility, wellbeing, safeguarding, domestic abuse or personal safety information. This is known as special category data under the UK GDPR where it relates to health or other protected categories.

We will only use this information where necessary, proportionate and appropriate, for example to support safe participation in a workshop, respond to safeguarding concerns, provide signposting, or comply with a legal obligation. We ask participants not to provide more sensitive information than is needed.

### 4. How we use personal information

We use personal information to:

- ✓ Respond to enquiries and communicate with clients, participants and organisations.
- ✓ Arrange, deliver and evaluate workshops, speaking events and related services.
- ✓ Manage pre-workshop registration, waivers, emergency contact information and participant support needs.
- ✓ Provide workshop resources, follow-up information, signposting and access to The Safe Woman App or Workshop Hub.
- ✓ Process bookings, invoices and payments.
- ✓ Improve our website, services, training materials and client experience.
- ✓ Send newsletters, updates or marketing where we have permission or another lawful basis to do so.
- ✓ Maintain records for insurance, legal, safeguarding, accounting and business administration purposes.
- ✓ Protect the safety, rights and wellbeing of participants, staff and others.

### 5. Lawful bases for processing

We rely on different lawful bases depending on the purpose of processing. These may include:

Purpose	Likely lawful basis
Responding to enquiries and arranging services	Legitimate interests and/or steps before entering into a contract
Workshop bookings, delivery, registration and client administration	Contract and legitimate interests
Waivers, emergency contact information and participant safety administration	Legitimate interests, legal obligation and, where relevant, vital interests
Health, accessibility, safeguarding or sensitive safety information	Article 6 lawful basis plus an Article 9 condition, such as explicit consent, vital interests, or substantial public interest where applicable

<b>Purpose</b>	<b>Likely lawful basis</b>
Marketing emails and newsletters	Consent or legitimate interests, depending on the context and applicable rules
Accounting, tax, insurance and legal records	Legal obligation and legitimate interests
Website security, analytics and service improvement	Legitimate interests and/or consent for non-essential cookies

## 6. The Safe Woman App / Workshop Hub

The Safe Woman App or Workshop Hub may be used to support participants before, during and after a workshop. It may be used for registration, waiver forms, workshop information, reminders, feedback, signposting, resources and contact options.

Where a third-party platform is used to host forms, resources or app content, that provider may process personal data on our behalf. We take reasonable steps to use reputable providers and to configure them appropriately.

## 7. Cookies and website analytics

Our website may use cookies or similar technologies to make the site work, improve the visitor experience, analyse website use and support website functionality. Essential cookies may be used without consent where they are strictly necessary. Non-essential cookies, such as analytics or marketing cookies, should only be used where appropriate consent has been obtained.

You can usually control cookies through your browser settings. If our website uses a cookie banner or preference centre, you can also use that to manage your choices.

## 8. Sharing personal information

We do not sell personal information. We may share personal information only where necessary and appropriate, including with:

- ✓ Trusted service providers such as website, email, form, app, booking, payment, accounting, IT and hosting providers.
- ✓ Client organisations where they have arranged a workshop and where sharing limited information is necessary for administration, safeguarding, attendance or service delivery.
- ✓ Professional advisers, insurers, regulators or legal authorities where required.
- ✓ Emergency services, safeguarding bodies or support organisations where necessary to protect someone's vital interests or where there is a serious safeguarding concern.

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## 9. International transfers

Some of our service providers may process personal data outside the UK. Where this happens, we will take reasonable steps to ensure appropriate safeguards are in place, such as adequacy regulations, the UK International Data Transfer Agreement, the UK Addendum to the EU Standard Contractual Clauses, or another lawful transfer mechanism.

## 10. How long we keep personal information?

We keep personal information only for as long as necessary for the purpose it was collected, including for legal, insurance, safeguarding, accounting, tax and business administration reasons. Retention periods may vary depending on the type of information.

- ✓ General enquiries: normally kept for up to 24 months unless there is an ongoing relationship or another reason to retain them.
- ✓ Workshop registration, waiver and emergency contact information: normally deleted or anonymised within 90 days after the workshop unless needed for legal, insurance, safeguarding or complaint reasons.
- ✓ Financial and accounting records: normally kept for 6 years in line with UK tax and accounting requirements.
- ✓ Newsletter and marketing records: kept until you unsubscribe or we no longer need them for the purpose collected.
- ✓ Safeguarding, incident or complaint records: kept for as long as reasonably necessary, taking account of the nature of the issue and legal or insurance requirements.

## 11. How we protect personal information

We use appropriate technical and organisational measures to protect personal information. These may include access controls, secure storage, password protection, careful supplier selection, data minimisation, staff awareness and deletion of data when it is no longer needed.

No website, email system or digital service can be guaranteed to be completely secure. If we become aware of a personal data breach that creates a risk to individuals, we will respond in line with our legal obligations.

## 12. Your data protection rights

Under UK data protection law, you may have the right to:

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- ✓ Access the personal data we hold about you.
  - ✓ Ask us to correct inaccurate or incomplete data.
  - ✓ Ask us to delete your data in certain circumstances.
  - ✓ Ask us to restrict how we use your data.
  - ✓ Object to certain types of processing, including some marketing.
  - ✓ Ask for data portability where this right applies.
  - ✓ Withdraw consent where we rely on consent.

To exercise your rights, please contact [hello@thesafewoman.com](mailto:hello@thesafewoman.com). We will usually respond within one month. Some rights are not absolute and may depend on the lawful basis or the reason we hold the information.

## 13. Marketing

If you sign up to receive updates, newsletters or marketing from The Safe Woman Ltd, we will use your contact details to send those communications. You can unsubscribe or ask us to stop marketing at any time by using the unsubscribe option where available or by contacting us.

## 14. Children and young people

Some Safe Woman workshops may be designed for young women or youth groups. Where we collect personal information relating to young people, we will do so with additional care and only where appropriate for workshop administration, safeguarding and service delivery. Where required, we may ask for information from a parent, guardian, school, college, youth leader or responsible organisation.

## 15. Photography, filming and confidentiality

The Safe Woman Ltd does not routinely film workshops or share images of attendees. We recognise that some participants may be navigating complex or dangerous personal circumstances. We treat participant privacy and safety with care. If photography, filming or testimonials are ever requested, we will explain the purpose and seek appropriate permission.

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## 16. Complaints

If you are unhappy with how we handle your personal information, please contact us first so we can try to resolve the issue.

You also have the right to complain to the UK Information Commissioner's Office (ICO). The ICO can be contacted through [www.ico.org.uk](http://www.ico.org.uk) or by telephone on 0303 123 1113.

## 17. Changes to this policy

We may update this Privacy Policy from time to time. The latest version will be published on our website and the updated date will be shown at the top of the policy.

## 18. Contact us

Email: [hello@thesafewoman.com](mailto:hello@thesafewoman.com)

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