

---

# The Good Sleep Method - Privacy Notice

Last updated: September 14, 2023

This Privacy Policy describes Our policies and procedures on the collection, use and disclosure of Your information when You use the Service and tells You about Your privacy rights and how the law protects You.

We use Your Personal data to provide and improve the Service. By using the Service, You agree to the collection and use of information in accordance with this Privacy Policy.

## **Our contact details**

Name: Amy Roebuck (The Good Sleep Method)

E-mail: amy@thegoodsleepmethod.com

## **The type of personal information we collect**

We currently collect and process the following information:

- Personal identifiers, contacts and characteristics (for example, name and contact details.)
- Any other personal information you submit via the client sleep discovery questionnaire.
- Usage data.
- We receive, collect and store any information you enter on our website or provide us in any other way. In addition, we collect the Internet protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection information and purchase history. We may use software tools to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page. We also collect personally identifiable information (including name, email, password, communications); payment details (including credit card information), comments, feedback, product reviews, recommendations, and personal profile.

## **How we get the personal information and why we have it**

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- You are a sleep coaching client and have completed the sleep discovery questionnaire.
- You have submitted an enquiry form via the website or signed up to our mailing list.

We use the information that you have given us in order to contact you and to provide personalised sleep coaching recommendations to you.

We may use Your information for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our Service, products, services, marketing and your experience.

We may also provide You with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless You have opted not to receive such information.

We do not share this information with any third parties.

Under the UK General Data Protection Regulation (UK GDPR), the lawful bases we rely on for processing this information are:

**Your consent. You are able to remove your consent at any time. You can do this by contacting [amy@thegoodsleepmethod.com](mailto:amy@thegoodsleepmethod.com)**

## **How we store your personal information**

The security of Your Personal Data is important to Us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While We strive to use commercially acceptable means to protect Your Personal Data, We cannot guarantee its absolute security.

We keep your name, email address, phone number and any other personal information provided by you on the client sleep discovery questionnaire for a minimum period of 2 years. We will delete your information from our records as required.

We may disclose Your Personal Data in the good faith belief that such action is necessary to:

- Comply with a legal obligation
- Protect and defend the rights or property of the Company
- Prevent or investigate possible wrongdoing in connection with the Service
- Protect the personal safety of Users of the Service or the public
- Protect against legal liability

---

## Links to other websites

Our Service may contain links to other websites that are not operated by Us. If You click on a third party link, You will be directed to that third party's site. We strongly advise You to review the Privacy Policy of every site You visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

## Your data protection rights

Under data protection law, you have rights including:

**Your right of access** - You have the right to ask us for copies of your personal information.

**Your right to rectification** - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

**Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at [amy@thegoodsleepmethod.com](mailto:amy@thegoodsleepmethod.com) if you wish to make a request.

## Changes to this privacy policy

We may update Our Privacy Policy from time to time. We will notify You of any changes by posting the new Privacy Policy on this page.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

## How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at [amy@thegoodsleepmethod.com](mailto:amy@thegoodsleepmethod.com)

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>