THE CADENCE METHOD

Privacy Policy

How we protect and use your information

1. Who We Are

The Conversation Economy™ ("we", "us") is the controller of the personal information described here. We are based at 66 Paul Street, London EC2A 4NA. You can reach us at connect@theconversationeconomy.co.uk.

This policy explains how we handle your personal information when you buy or take part in The Cadence Method™ and its materials. Last updated: 19 November 2026.

2. What We Collect

- Your name, email address and any contact details you give us when you enquire or book
- Payment confirmation details from our payment provider. We do not see or store your full card details
- Your speaking goals, baseline ratings, workbook responses and feedback that you choose to share with us during the programme
- Video and audio recordings of sessions, made only with your consent
- Messages and emails you send us, and your booking and scheduling details
- Technical information such as your time zone and the device you join from, where it is needed to run a session

3. How and Why We Use It

We use your information to deliver your programme, schedule sessions, send your materials and communicate with you about your booking. Our lawful bases are:

- Contract: to provide what you have purchased
- Consent: for recording sessions and for any marketing messages. You can withdraw consent at any time
- Legitimate interests: to keep records, improve the programme and respond to enquiries, where this does not override your rights
- Legal obligation: to keep accounting and tax records

We do not sell your personal information and we do not use it for automated decisions that affect you.

4. Recordings

Sessions are recorded only if you agree. Your baseline and showcase recordings exist for your own review and learning. We will not use any recording, image or review in marketing without asking your permission first.

5. Who We Share It With

We share information only with trusted services that help us run the programme, such as our payment provider, video meeting platform, email and website or storefront platforms. They may only use your information to provide their service to us. We may also disclose information where the law requires it.

Some providers process information outside the United Kingdom. Where this happens, we rely on appropriate safeguards required by UK data protection law.

6. How Long We Keep It

We keep your information only for as long as needed for the purposes above, including meeting accounting and legal requirements. Recordings are kept only for as long as they serve your learning or until you ask us to delete them. When information is no longer needed, we delete or anonymise it.

7. Keeping It Secure

We take sensible technical and organisational steps to protect your information, including using reputable, secure platforms and limiting who can access it. No online service is completely secure, so please protect your own account details and download links.

8. Your Rights

Under UK data protection law you have the right to:

- Be informed about how we use your information
- Access the information we hold about you
- Have inaccurate information corrected
- Have your information erased in certain circumstances
- Restrict or object to certain uses
- Receive your information in a portable format where it applies
- Withdraw consent at any time, without affecting earlier use

To use any of these rights, email connect@theconversationeconomy.co.uk. We will respond within one month of receiving your request, as the law requires.

9. Marketing

We will send you marketing messages only if you have agreed to receive them. Every message includes a way to unsubscribe, and you can also tell us directly at any time.

10. Children

The programme is intended for adults aged 18 and over. We do not knowingly collect information from children without a parent or guardian's involvement.

11. Complaints

If you have a concern about how we handle your information, please contact us first so that we can put it right. You also have the right to complain to the Information Commissioner's Office (ICO) at ico.org.uk.

12. Changes to This Policy

We may update this policy from time to time. The latest version will always show the date it was last updated.