Hyacinth Conduit Privacy Policy

Who we are

Hyacinth Conduit is the trading name of Dr Lubna Asrar Siddiqi, professionally known as Dr Lubna Sid (PhD), an independent consultant operating as a sole trader in the United Kingdom. In this policy, "we", "us" and "our" refer to Dr Lubna Sid trading as Hyacinth Conduit.

We are the data controller for the personal information described here. This means we decide how and why your information is used, and we are responsible for looking after it.

You can contact us about this policy or your information at **lubnasid@hyacinthconduit.com**.

Information we collect

We collect only the information we need to respond to you and deliver our work.

- **Contact forms:** your name, email address and the message you send us.
- **Newsletter sign-up ("Join the Conversations"):** your first name, last name and email address.
- **Emails and phone calls:** your contact details and anything you choose to share with us.
- **Clients and participants:** names, job titles, organisation details and work contact details. During consultancy, research or programmes, we may also hold notes, feedback and responses that participants share with us.
- **Site members:** if you create an account or comment on our blog, your display name, email address and any comments you post.
- **Website use:** technical information such as your browser, device, IP address and the pages you visit, collected automatically through cookies and similar technologies.

We do not normally request sensitive personal information such as health details or beliefs. Please avoid sharing it unless it is necessary for an agreed activity. If a project requires this information, we will explain why it is needed and the additional safeguards that apply.

How and why we use your information

UK data protection law requires a lawful basis for each use of your information. Ours are set out below.

Purpose	Lawful basis
Replying to your enquiries and arranging conversations	Legitimate interests (responding to people who contact us)
Delivering consultancy and programmes	Contract, or steps you ask us to take before a contract; legitimate interests where necessary to work with organisational contacts and participants
Conducting research and collecting participant feedback	Legitimate interests (carrying out proportionate, ethical research and improving our services), where appropriate; we will explain the basis and safeguards for each project
Sending our newsletter and blog updates	Consent, which you can withdraw at any time
Invoicing, accounts and tax records	Legal obligation
Running, securing and improving our website	Legitimate interests (a safe, working website)
Non-essential cookies, such as analytics	Consent

For research projects, we explain the purposes, lawful basis and any additional safeguards to participants before collecting their information. Consent to participate in research is distinct from consent used as a data protection lawful basis.

We never sell your information, and we never use it for automated decisions that affect you.

Who we share it with

We share your information only with trusted providers who help us run Hyacinth Conduit, and only as far as they need it.

- **Wix:** hosts our website, forms, newsletter and member accounts.
- **Google:** provides our email service.
- **Our bank and accountant:** for payments, accounts and tax.
- **Trusted independent specialists:** only where a project needs their expertise, and only with the client's agreement.

We may also share information where the law requires it, for example with HMRC.

Transfers, security and AI tools

Some of the third-party services we use may process or store personal information outside the UK. Where this occurs, we take appropriate steps to protect your information in accordance with UK data protection law, including relying on recognised adequacy arrangements or appropriate safeguards where required.

We take reasonable measures to keep personal information secure. These include password-protected accounts, appropriate access controls, two-step verification where available, and securely maintained devices.

At Hyacinth Conduit, we use AI tools to support research, drafting and the development of ideas. We do not share identifiable personal information about clients or research participants with AI providers unless individuals have been appropriately informed and there is a valid lawful basis and suitable safeguards for doing so. Consent to participate in research does not automatically constitute consent to share personal information with AI providers.

Human judgement, confidentiality and responsible information management remain central to our approach.

How long we keep it

Information	How long
Enquiries that do not lead to work	2 years from our last contact
Newsletter details	Until you unsubscribe
Client and project records	6 years after the work ends
Research data	As set out in the participant information for each project, then deleted or anonymised
Invoices and financial records	As long as tax law requires, normally 6 years
Site member accounts	Until you delete your account

When information is no longer needed, we delete it securely or anonymise it.

Your rights

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

- **Access:** request a copy of the personal information we hold about you.
- **Correction:** ask us to correct inaccurate or incomplete information.
- **Deletion:** request that we delete your personal information in certain circumstances.
- **Restriction:** ask us to limit how we use your information in certain circumstances.
- **Objection:** object to certain uses of your information, including direct marketing.
- **Data portability:** request that we transfer your information to you or another organisation, where this right applies.

- **Withdraw consent:** withdraw your consent at any time where we rely on consent to process your information.

To exercise your rights or raise concerns about how we handle your personal information, please contact us at **lubnasid@hyacinthconduit.com**. We welcome the opportunity to address and resolve any concerns directly.

We will normally respond to requests concerning your data protection rights within one month, free of charge.

You also have the right to complain to the Information Commissioner's Office (ICO) at ico.org.uk or by calling 0303 123 1113.

Cookies

Our website uses cookies. Essential cookies keep the site working and secure. Where we use analytics or other non-essential cookies that require consent, we will ask for your choice before enabling them. You can accept or reject these cookies and change your preferences through the cookie settings available on our website. You can also control cookies through your browser settings.

Children

Our services are designed for adults and organisations. We do not knowingly collect information from anyone under 18.

Changes to this policy

We may update this policy from time to time. The latest version will always be available through the Privacy Policy link on our website, with the date it was last updated.

Contact us

For any question about this policy or your information, please email **lubnasid@hyacinthconduit.com**.

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