

PRIVACY POLICY – HD BY LINDY LLP

1. Introduction

This Privacy Policy explains how HD by Lindy LLP (“Lindy”, “Company”, “we”, “us”) collects, uses, and protects your personal data.

We take your privacy seriously and process your personal data in accordance with applicable data protection laws, including the General Data Protection Regulation (GDPR).

2. Contact Details

HD by Lindy LLP
32 Kinburn Street
London, England, SE16 6DW
United Kingdom

Website: <http://www.humandesignbylindy.com>

Email: info@humandesignbylindy.com

Company number: OC449963

3. Personal Data We Collect

When you purchase our Services, we collect personal data necessary to perform the Agreement.

This may include:

- Name
- Address
- Email address
- Phone number (for personal services)
- Date of birth
- Time of birth
- Place of birth

We cannot provide our Services without this information.

In some cases, your data may be provided by a third party (e.g. your employer), but only where they have obtained your consent.

4. Purpose and Legal Basis for Processing

We process your personal data for the following purposes:

a. Performance of a contract

To:

- create and deliver personalized products
- provide services and support
- grant access to digital platforms

b. Legal obligations

To:

- maintain accounting records
- issue invoices

c. Consent

For:

- newsletters
- marketing communications

You may withdraw your consent at any time.

5. Use of Third-Party Service Providers

To operate our business, we use trusted third-party providers.

These may include:

- payment providers such as Mollie and Plug and Pay
- email marketing tools such as MailBlue
- course platforms such as Huddle

These providers process your data on our behalf.

We have appropriate data processing agreements in place and remain the data controller.

6. Email & Newsletter

If you subscribe to our newsletter:

- your name and email address will be processed based on your consent
- you may unsubscribe at any time

Emails sent before withdrawal of consent remain lawful.

7. Data Retention

We retain your data only as long as necessary:

- Financial data (invoices, payments): **7 years** (legal requirement)
- Other data: maximum **2 years after last use**
- Newsletter data: deleted within **3 months after unsubscribe**

8. Sharing of Personal Data

We do **not sell** your personal data.

We only share data where necessary for:

- service delivery
- legal obligations
- third-party tools

All third parties are contractually bound to protect your data.

9. Cookies

We use only:

- functional cookies
- necessary cookies

These do not collect personal data.

10. External Websites

Our website may contain links to third-party websites.

We are not responsible for their data practices.

11. International Data Transfers

We aim to work with EU-based providers where possible.

However, some providers (such as MailBlue) may process data outside the EU.

In such cases:

- appropriate safeguards are implemented
- data protection measures such as encryption are used
- risk assessments have been conducted

12. Automated Decision-Making

We do not use automated decision-making without human involvement.

13. Your Rights

Under the GDPR, you have the right to:

- access your personal data
- correct inaccurate data
- request deletion
- restrict processing
- object to processing
- withdraw consent
- data portability

To exercise your rights, contact:

Mail to: info@humandesignbylindy.com

We will respond within **one month**.

14. Complaints

You have the right to file a complaint with your local data protection authority, such as the Autoriteit Persoonsgegevens.

We encourage you to contact us first so we can resolve the issue.

15. Security Measures

We take appropriate technical and organizational measures to protect your data, including:

- SSL encryption
- secure systems
- strong password policies

If you suspect a data breach, please contact us immediately.

6. Changes to This Policy

This Privacy Policy may be updated.

The latest version is always available on our website.

17. Contact

For any questions regarding this Privacy Policy:

Mail to: info@humandesignbylindy.com