

## LEGAL

# Privacy Policy

Last updated: 1 June 2026 · Effective: 1 June 2026

## 1. Who we are

This Privacy Policy explains how Muslim Psychology Limited (“we,” “us,” “our”) collects, uses, stores, and protects your personal data when you interact with our website, social media advertisements, lead forms, consultations, and coaching services.

- **Company:** Muslim Psychology Limited
- **Companies House registration:** 16810923 (registered in England & Wales)
- **Director:** Bilal Hasan
- **Website:** <https://muslimpsychology.uk>
- **Contact:** [bilal@muslimpsychology.uk](mailto:bilal@muslimpsychology.uk)

We are the data controller for the personal data we collect about you.

## 2. What data we collect

We collect the following categories of personal data:

### Identity data

- Full name
- Email address
- Phone number (with country code, for WhatsApp reminders)
- Date of birth (where voluntarily provided for assessments)

### Lead form responses

When you complete one of our Meta (Facebook/Instagram) lead forms, we collect your answers to questions including but not limited to:

- Religious identity
- Motivation level
- Goals and transformation areas
- Life stage / professional situation
- Investment range

**Consultation and coaching data**

- Booking date, time, and timezone
- Notes and reflections shared during consultations
- Psychometric assessment responses (only with explicit consent)
- Progress tracking data

**Technical and usage data**

- IP address
- Browser type and version
- Device and operating system information
- Pages visited and time spent
- Referral source (e.g. Meta ad ID, campaign name)

**Marketing data**

- Communication preferences
- Interaction history (emails opened, links clicked)
- Course or programme waitlist subscriptions

**3. How we collect your data**

We collect data when you:

- Submit a Meta (Facebook or Instagram) lead form
- Book a consultation via Google Calendar
- Send us a WhatsApp message
- Email us directly
- Sign up for a programme, course, or book waitlist
- Visit our website (via cookies and tracking pixels — see Section 8)

**4. Why we use your data (legal basis)**

We process your personal data under the following lawful bases of the UK General Data Protection Regulation (UK GDPR):

Processing activity	Legal basis
Booking and delivering consultations	Contract (Article 6(1)(b))
Sending booking confirmations and reminders	Contract (Article 6(1)(b))
Delivering coaching programmes after sign-up	Contract (Article 6(1)(b))
Marketing communications (waitlists, future launches)	Consent (Article 6(1)(a)) — you can withdraw at any time
Lead qualification (analysing form responses to assess fit)	Legitimate Interest (Article 6(1)(f))
Improving our services (anonymised analytics)	Legitimate Interest (Article 6(1)(f))
Complying with legal obligations (HMRC, Companies House)	Legal Obligation (Article 6(1)(c))

Where we rely on legitimate interest, we have assessed that our interests do not override your fundamental rights and freedoms.

Special category data (such as health or religious belief) is processed only with your explicit consent under Article 9(2)(a).

## 5. Who we share your data with

We share your personal data with the following categories of third-party processors. Each has signed appropriate data processing agreements with us and processes your data only on our instructions.

Processor	Purpose	Location
Meta Platforms, Inc.	Lead ads, lead form storage, conversion tracking, Conversions API	EU / United States (Data Privacy Framework + SCCs)
HubSpot, Inc.	Customer relationship management, contact storage	United States (SCCs / IDTA)
ManyChat, Inc.	WhatsApp Business messaging automation	United States (SCCs / IDTA)
Google LLC (Workspace)	Email, calendar, video meetings, document storage	EU / United States (Data Privacy Framework + SCCs)
Zapier, Inc.	Workflow automation between platforms	United States (SCCs / IDTA)
Stripe Payments UK Ltd.	Payment processing for coaching programmes, books, and other services	United Kingdom

Processor	Purpose	Location
Companies House and HMRC	Statutory legal reporting	United Kingdom
Professional advisers (accountants, legal counsel)	Statutory compliance, legal advice	United Kingdom

**We do not sell your personal data to anyone, ever.**

## 6. International data transfers

Some of our processors are based outside the United Kingdom. Where personal data is transferred outside the UK, we rely on the following safeguards:

- **UK adequacy regulations** for transfers to the EEA (e.g. Stripe Payments Europe Ltd in Ireland)
- **Data Privacy Framework** for transfers to certified US organisations (Meta Platforms, Google LLC)
- **International Data Transfer Agreements (IDTA) or Standard Contractual Clauses (SCCs)** for all other transfers (HubSpot, ManyChat, Zapier, Stripe, Inc.)

You can request a copy of the safeguards in place by emailing [bilal@muslimpsychology.uk](mailto:bilal@muslimpsychology.uk).

## 7. How long we keep your data

We retain your personal data only as long as necessary for the purposes set out above, or as required by law.

Data category	Retention period
Lead form submissions (non-converters)	24 months from submission
Active client records	Duration of coaching relationship + 7 years (HMRC requirement)
Past client records	7 years after last interaction
Marketing subscribers	Until you unsubscribe + 30 days
Financial transaction records	7 years (HMRC / Companies Act 2006)
Website analytics data	26 months

After the retention period, your data is securely deleted or anonymised.

## 8. Cookies and tracking technologies

Our website uses cookies and similar tracking technologies, including:

- **Essential cookies** — required for the site to function (no consent needed)
- **Analytics cookies** — to understand usage patterns (consent required)
- **Marketing cookies** — including Meta Pixel and similar advertising tools (where active), used to measure ad performance and create audiences for our advertising (consent required)

You can manage cookie preferences via the cookie banner shown on your first visit, or by clearing your browser's cookies at any time.

We may also use:

- **Meta Conversions API (CAPI)** — server-side event tracking when you complete actions like submitting a lead form or booking a consultation
- **HubSpot tracking pixel** — to associate website behaviour with your contact record

## 9. Your rights under UK GDPR

You have the following rights regarding your personal data:

- **Right to be informed** — about how we collect and use your data (this Policy)
- **Right of access** — to obtain a copy of the personal data we hold about you
- **Right to rectification** — to correct inaccurate or incomplete data
- **Right to erasure (“right to be forgotten”)** — to request deletion of your data, subject to legal retention requirements
- **Right to restrict processing** — to limit how we use your data
- **Right to data portability** — to receive your data in a structured, machine-readable format
- **Right to object** — to processing based on legitimate interest or for direct marketing
- **Rights related to automated decision-making** — we do not make automated decisions with legal or similarly significant effects

To exercise any of these rights, email [bilal@muslimpsychology.uk](mailto:bilal@muslimpsychology.uk). We will respond within 30 days.

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO):

- **Website:** <https://ico.org.uk>
- **Phone:** 0303 123 1113
- **Address:** Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF

## 10. Security

We take the security of your personal data seriously. We use:

- Encrypted data transmission (HTTPS/TLS)
- Two-factor authentication on all administrator accounts
- Access controls — only authorised personnel can view personal data
- Regular security reviews and updates
- Secure third-party processors (each vetted for compliance with UK GDPR)

While we take all reasonable precautions, no method of transmission over the internet is 100% secure. We cannot guarantee absolute security but commit to notifying affected individuals and the ICO of any data breach within 72 hours, as required by UK GDPR.

## 11. Children's privacy

Our services are intended for adults aged 18 and over. We do not knowingly collect personal data from children under 18. If you believe we have inadvertently collected data from a child, please contact us immediately and we will delete it.

## 12. Changes to this Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or other factors. The "Last updated" date at the top of this Policy will reflect the most recent revision.

Material changes will be communicated to you via:

- Email notification to active clients and subscribers
- A prominent notice on our website for at least 30 days

## 13. Contact us

For any questions, concerns, or requests regarding this Privacy Policy or your personal data:

- **Bilal Hasan**
- Director, Muslim Psychology Limited
- **Email:** [bilal@muslimpsychology.uk](mailto:bilal@muslimpsychology.uk)

We aim to respond to all data protection enquiries within 5 working days. For postal correspondence, please request our address by email.