

# Privacy Policy

Bluebell Sleep Consulting values privacy – yours and ours. We've developed this Privacy Policy to explain how we collect, use, disclose, transfer, and store information received from you. Before disclosing information to us, please familiarize yourself with our privacy practices so you can understand how your information may be used by Bluebell Sleep Consulting.

## Our Collection and Use of Information:

Bluebell Sleep Consulting may collect information in several ways from users who access the site or services. We collect personal and non-personal information in various ways. You may provide your information to us to receive a product, service, or communication; we may request your information to better serve you; or we may require your information to complete a transaction (e.g., a purchase) or provide access (e.g., to a paid service).

## A. Collection of Personal Information

Personal information (or "Personally Identifiable Information" or "PII") is information and data that can be used to specifically identify or contact a single person. You may be asked to provide your personal information when you contact Bluebell Sleep Consulting for any reason.

Personal information we collect: Examples of personal information Bluebell Sleep Consulting may collect and how we may use it include:

- When you purchase products or services, request support, register for a webinar or event, provide feedback, or respond to promotions or surveys, we may collect your name, address, phone number, email, preferences, and/or social media credentials.
- Bluebell Sleep Consulting does not collect or store credit card numbers. Payments are processed securely via Stripe.

How we use your personal information:

- Optional Communications: We may send you information about new services, sleep tips, offers, and events. You can opt out anytime by clicking 'unsubscribe' in our emails or emailing [inese@bluebellsleepconsulting.uk](mailto:inese@bluebellsleepconsulting.uk)
- Important Communications: We may contact you about purchases or service access.
- We may use information internally for auditing, research, and service improvements.
- For promotions or giveaways, your information may be used to manage those events.

- In legal cases, we may be required to disclose your personal data to appropriate authorities in line with applicable laws.

## B. Collection of Non-Personal Information

Non-personal information doesn't identify a specific individual. Aggregated or anonymized data remains non-personal unless it can be linked to a person.

How we collect and use your non-personal information:

- We may gather demographic details like age, location, language, or time zone to improve our services.
- We use this data for analysis, trends, and service enhancements.

## C. Cookies and Other Technologies

To improve your experience, Bluebell Sleep Consulting uses cookies and similar technologies (pixel tags, web beacons, etc.) to understand user behaviour and site performance.

Cookies help us:

- Remember your preferences for a personalized experience.
- Track which parts of our site are visited most.
- Monitor communication effectiveness (e.g., email open/click rates).

You can manage cookies in your browser settings. Some site features may not function properly if cookies are disabled.

## D. Social Media

When you engage with Bluebell Sleep Consulting on social platforms like Instagram or Facebook, we may receive certain information based on your privacy settings. We may use this data to follow up with relevant offers or respond to your inquiry. You may opt out anytime.

## E. Children

We do not knowingly collect data from individuals under 18. Our site and services are intended for users 18+. If you believe a child under 18 has shared data with us, contact [inese@bluebellsleepconsulting.uk](mailto:inese@bluebellsleepconsulting.uk) and we will remove the information.

## Personal Information Protection

Please avoid sharing personal information in public forums or comment threads, as these are visible to others.

## Access to Your Personal Information

You may request access to, correction of, or deletion of your personal data by contacting [inese@bluebellsleepconsulting.uk](mailto:inese@bluebellsleepconsulting.uk) Requests will be reviewed in line with applicable laws and business needs.

## Changes to this Privacy Policy

We may update this Privacy Policy from time to time. Please check this page periodically for changes. Continued use of our website indicates acceptance of any updates.

## “Cookies” and How We Use Them

Cookies help us personalize your experience and deliver targeted offers through tools like remarketing. You can control cookie settings via your browser or device.

## Public Areas & Social Media

Any information you share in public forums, including social media, becomes public. Please use discretion when posting personal details.

## Contact Us

For any questions about this Privacy Policy, email us at:

[inese@bluebellsleepconsulting.uk](mailto:inese@bluebellsleepconsulting.uk)

[www.bluebellsleepconsulting.uk](http://www.bluebellsleepconsulting.uk)



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