



Privacy & Cookies Policy

Last updated: 22 August 2026

She Changes is an independent research, writing and organisational practice led by **Louise Marlena Tarrier**.

This Privacy & Cookies Policy explains how personal information is collected, used, stored and protected when you visit the She Changes website, contact me, subscribe to communications, attend an event, enquire about working or collaborating with me, or otherwise engage with She Changes.

For the purposes of UK data protection law, **Louise Marlena Tarrier is the data controller** for personal information processed through She Changes, unless a separate privacy notice states otherwise.

She Changes is based in the United Kingdom.

Privacy contact: louisetarrier@gmail.com

1. Information I may collect

The information I collect depends on how you interact with She Changes.

It may include:

- your name;
- email address;
- telephone number, where you provide it;
- organisation and professional role;
- information you include in an enquiry or contact form;
- correspondence between us;
- event, workshop or gathering registrations;
- information relating to potential collaborations, research partnerships or organisational work;
- transaction or booking information where you purchase a service or attend a paid event;
- newsletter subscription preferences;
- website usage and technical information collected through cookies and analytics, where you have consented to this.



I aim to collect only information that is reasonably necessary for the purpose for which it is being used.

2. How I use personal information

Responding to enquiries

If you contact me through the website, email or another professional channel, I will use the information you provide to respond to you and, where appropriate, continue a conversation about research, collaboration, speaking, organisational work or another aspect of She Changes.

The lawful basis will normally be **legitimate interests**, or **contract** where you are asking me to take steps before entering into an agreement.

Providing services, events or gatherings

Where you book an event, workshop, gathering, organisational review or another paid service, I may use your information to administer the booking, communicate with you and provide the agreed service.

The lawful basis will normally be **contract**.

I may also need to retain certain information to meet accounting, tax or other legal requirements. The lawful basis for that processing is **legal obligation**.

Sending newsletters and updates

If you actively subscribe to receive newsletters or other updates, your information will be used to send those communications.

The lawful basis is **consent**.

You may unsubscribe at any time using the unsubscribe link provided in an email or by contacting me directly.

Developing professional and collaborative relationships

I may retain information about people and organisations with whom I have an existing professional relationship, or where there is a reasonable and relevant basis for future contact concerning research, collaboration or organisational work.



Where appropriate, this processing is based on my **legitimate interests** in maintaining professional relationships and developing the work of She Changes.

I will not use legitimate interests as a basis for indiscriminate marketing.

Understanding and improving the website

With your consent, analytics tools may collect information about how visitors use the website. This helps me understand how people find She Changes, which pages are useful and how the site can be improved.

The lawful basis for non-essential analytics cookies is **consent**.

3. Research participants

If you take part in research conducted through She Changes, you will receive **separate participant information and a research-specific privacy notice before taking part**.

These documents will explain what information is collected, why it is needed, how it will be stored and used, confidentiality arrangements, withdrawal arrangements, your data-protection rights and any additional safeguards that apply to the particular research project.

Where there is any difference between this general Privacy & Cookies Policy and a research-specific privacy notice, the **research-specific privacy notice will apply to your participation in that research**.

4. Cookies and analytics

The She Changes website is built using Wix and uses cookies and similar technologies.

Some cookies are **essential** for the website to function and do not require consent. Others may support functionality, analytics or third-party services and, where required, will only be used after you have given consent through the website's cookie banner.

She Changes may use **Google Analytics** to understand how visitors find and use the website, such as which pages are visited and how people move through the site. Analytics information is only collected where the appropriate consent has been given.

The cookie banner provides more detailed information about the categories of cookies in use and allows you to accept or reject non-essential cookies.



You can change or withdraw your cookie choices at any time using the **Cookie Settings** or **Manage Preferences** option available on the website.

Some embedded or third-party services may also use cookies or similar technologies. These services are subject to their own privacy and cookie policies.

5. External platforms and links

She Changes uses or links to external services which may include platforms used for:

- website hosting;
- newsletters and publishing;
- booking or payment;
- video meetings;
- events;
- social media;
- document storage;
- analytics;
- professional communication.

These services may process personal information according to their own privacy terms.

For example, if you subscribe to or interact with She Changes through an external publishing, newsletter or social-media platform, information processed directly by that platform will also be subject to its own privacy policy.

I encourage you to review the privacy information provided by services you choose to use.

6. Who I may share information with

I do **not** sell personal information.

Personal information may be shared where reasonably necessary with trusted service providers that help me operate She Changes, such as:

- Wix and website service providers;
- email and newsletter providers;
- analytics providers;
- booking or payment providers;
- secure cloud-storage providers;



- accountants and professional advisers;
- contractors or collaborators who genuinely need access for an agreed purpose.

Where a supplier acts as a data processor on my behalf, I expect personal information to be handled under appropriate confidentiality and data-protection arrangements.

Information may also be disclosed where this is required by law, necessary to establish or defend legal rights, or necessary to protect someone from serious harm.

7. International data transfers

Some technology providers used by She Changes may store or process information outside the United Kingdom.

Where personal information is transferred internationally in a way regulated by UK data protection law, I will seek to ensure that an appropriate lawful mechanism is in place, such as:

- UK adequacy regulations;
- recognised contractual safeguards;
- or another lawful transfer mechanism.

I use established service providers and, where appropriate, consider their privacy and data-processing arrangements when choosing services that handle personal information.

8. How long I keep information

I keep personal information only for as long as it is reasonably required for the purpose for which it was collected, including relevant legal, financial, accounting and professional requirements.

As a general guide:

General enquiries and correspondence may normally be retained for up to two years after the last meaningful contact unless there is a reason to retain them longer.

Client, contractual and financial records may be retained for up to six years, or for another period required by applicable legal, accounting or tax obligations.



Newsletter information is retained while you remain subscribed. Limited suppression information may be retained after you unsubscribe so that your preference can continue to be respected.

Event and booking information is retained for as long as reasonably necessary to administer the event and meet relevant financial or legal obligations.

Research information is retained according to the arrangements explained in the privacy information provided for the individual research project.

Information that has been fully anonymised and can no longer reasonably identify an individual may be retained for longer because it is no longer personal data.

Retention periods may be reviewed as She Changes develops.

9. How I protect personal information

I take reasonable technical and organisational measures to protect personal information against loss, misuse, unauthorised access, alteration or disclosure.

Depending on the nature and sensitivity of the information, these measures may include:

- password-protected accounts and devices;
- secure cloud storage;
- restricted access to information;
- separation of different categories of information where appropriate;
- careful selection of third-party providers;
- additional safeguards for sensitive information.

No internet or electronic-storage system can be guaranteed to be completely secure, but the level of protection used will take account of the nature and sensitivity of the information being handled.

10. Your data-protection rights

Depending on the circumstances and the lawful basis being used, UK data protection law may give you rights including:

- **the right to be informed** about how your information is used;
- **the right of access** to personal information held about you;



- **the right to rectification** of inaccurate or incomplete information;
- **the right to erasure** in certain circumstances;
- **the right to restrict processing** in certain circumstances;
- **the right to object** to certain processing, including some processing based on legitimate interests;
- **the right to data portability** where the relevant legal conditions apply;
- **the right to withdraw consent** where processing is based on consent.

These rights are not absolute in every situation. In some circumstances information may need to be retained for legal, regulatory or research-related reasons.

If you would like to exercise a right or have a question about information held about you, contact:

louisetarrier@gmail.com

I may need to confirm your identity before responding to a request.

11. Marketing and withdrawing consent

Where I rely on your consent, you can withdraw that consent at any time.

You can unsubscribe from email communications using the link provided in the email or by contacting me directly.

Withdrawing consent does not make previous processing unlawful; it affects how your information is used from that point onwards.

You can also change your choices about non-essential cookies through the website's cookie settings.

12. AI and automated decision-making

She Changes does not currently use automated decision-making or profiling to make decisions about individuals that have legal or similarly significant effects.

AI tools may be used to support aspects of writing, administration, research support, analysis or organisational work where appropriate.



The use of AI in relation to research participant information is governed separately by the privacy and ethical arrangements for the relevant research project.

Where technology materially affects the handling of personal information, its use will be considered in accordance with applicable data-protection requirements.

13. Children's information

The She Changes website and current independent activities are primarily intended for adults.

I do not knowingly seek to collect personal information directly from children through this website.

If future work involves children or young people, appropriate additional privacy, consent and safeguarding arrangements will be put in place.

14. Complaints

If you have a concern about how your personal information has been handled, please contact me first so that I have an opportunity to address it.

You also have the right to complain to the **Information Commissioner's Office (ICO)**, the UK regulator responsible for data protection.

Information about how to make a complaint is available through the ICO website.

15. Changes to this policy

She Changes is developing, and the ways in which information is collected or used may change over time.

This Privacy & Cookies Policy will therefore be reviewed periodically and updated where necessary.

The latest version will always be published on the She Changes website, with the date of the most recent update shown at the top.



Contact

For questions about this Privacy & Cookies Policy or the use of your personal information:

Louise Marlena Tarrier

She Changes

Independent research, writing and organisational practice

United Kingdom **Email:** louisetarrier@gmail.com