

SEVEN RIVERS WELLNESS™ PRIVACY POLICY

Last Updated: February 2026 Location: sevenrivers-wellness.com/privacy

1. WHO WE ARE

Seven Rivers Wellness™ is a trading name of Matt Dunham and Sandra Dunham, operating as a limited company registered in the Republic of Ireland.

We are the Data Controller in respect of your personal data.

Registered Address: Available on request Email: info@sevenrivers-wellness.com Website: sevenrivers-wellness.com

We take your privacy seriously. This Privacy Policy explains what personal data we collect, why we collect it, how we use it, and your rights in relation to it, in accordance with the General Data Protection Regulation (GDPR) and the Data Protection Acts 1988–2018 (Republic of Ireland).

2. WHAT PERSONAL DATA WE COLLECT

We collect only the personal data necessary to provide our services to you. This includes:

Identity and contact information — your first name and email address, collected when you download a free resource or purchase a programme.

Payment information — when you make a purchase, payment is processed securely by Stripe. We do not store your card details. Stripe's privacy policy is available at stripe.com/privacy.

Programme usage data — if you purchase a programme, our delivery platform may collect information about your login activity and content access for the purposes of platform analytics and improving programme delivery.

Communications — if you contact us by email or reply to our email communications, we will retain those communications.

Website usage data — we may collect anonymised information about how visitors use our website through analytics tools such as Google Analytics. This does not identify you personally.

3. HOW WE COLLECT YOUR PERSONAL DATA

We collect your personal data when you:

Download a free resource from our website by providing your name and email address

Purchase a programme or service via our website

Contact us directly by email or through a contact form

Subscribe to our email list

Interact with our website (anonymised analytics data)

4. WHY WE COLLECT YOUR DATA AND OUR LEGAL BASIS FOR DOING SO

We process your personal data only where we have a lawful basis to do so under the GDPR. The lawful bases we rely on are as follows:

Performance of a contract — we process your name, email address, and payment information in order to deliver the product or service you have purchased or requested.

Consent — we send educational and marketing email communications on the basis of your consent, given when you provide your email address and opt in to receive communications. You may withdraw this consent at any time by unsubscribing.

Legitimate interests — we may process limited data (such as anonymised website analytics) on the basis of our legitimate interest in understanding how our website is used and improving our services, where this does not override your rights and interests.

Legal obligation — we may process and retain certain data (such as transaction records) where required to comply with our legal and tax obligations.

5. HOW WE USE YOUR PERSONAL DATA

We use your personal data to:

Deliver the resource, programme, or service you have requested or purchased

Send you the welcome email, download link, or platform access details you requested

Send educational content related to nervous system regulation and holistic wellness

Provide information about our programmes and services (where you have consented to receive this)

Respond to your queries and provide email support

Improve our website, programmes, and services

Comply with our legal, accounting, and regulatory obligations

6. EMAIL MARKETING AND COMMUNICATIONS

When you download a free resource or purchase a programme from us, you will be added to our email list and will receive:

Delivery of the requested resource or programme access

A welcome email sequence related to the resource or programme

Ongoing educational content and updates about Seven Rivers Wellness

You may unsubscribe from marketing and educational emails at any time by clicking the unsubscribe link in any of our emails. This will not affect emails necessary for the delivery of a programme you have purchased.

We use Flodesk as our email marketing platform. Your name and email address will be stored on Flodesk's servers in accordance with their privacy policy. Flodesk is GDPR-compliant.

7. WHO WE SHARE YOUR DATA WITH

We do not sell, rent, or trade your personal data.

We share your data only with trusted third-party service providers where necessary to deliver our services. These include:

Stripe — payment processing (stripe.com/privacy)

Flodesk — email marketing and communications (flodesk.com/privacy)

Our programme delivery platform — for hosting programme materials and managing your access

Google Analytics — anonymised website analytics (policies.google.com/privacy)

All third-party providers are required to handle your data in accordance with GDPR and are bound by data processing agreements where required.

We may also share your data where required by law or to protect the rights, property, or safety of Seven Rivers Wellness, our clients, or others.

8. INTERNATIONAL DATA TRANSFERS

Some of our third-party service providers may be based outside the European Economic Area (EEA). Where personal data is transferred outside the EEA, we ensure appropriate safeguards are in place, such as Standard Contractual Clauses approved by the European Commission, or reliance on providers certified under equivalent frameworks.

9. HOW LONG WE KEEP YOUR DATA

We retain your personal data only for as long as necessary for the purposes for which it was collected, or as required by law.

Email list data — retained for as long as you remain subscribed. Upon unsubscribing, your data will be removed from our active email list within a reasonable period. You may request full deletion at any time.

Programme purchase data — retained for seven years from the date of purchase for tax and accounting purposes, as required under Irish law.

Support communications — retained for a reasonable period following the resolution of your query.

Website analytics — anonymised data is retained in accordance with our analytics provider's standard retention periods.

10. YOUR RIGHTS UNDER GDPR

You have the following rights in relation to your personal data:

Right of access — you have the right to request a copy of the personal data we hold about you.

Right to rectification — you have the right to request that we correct any inaccurate or incomplete personal data we hold about you.

Right to erasure — you have the right to request that we delete your personal data, subject to any legal obligations we have to retain certain data.

Right to restrict processing — you have the right to request that we restrict the processing of your personal data in certain circumstances.

Right to data portability — you have the right to request that we provide your personal data to you in a structured, commonly used, machine-readable format.

Right to object — you have the right to object to our processing of your personal data where we rely on legitimate interests as our lawful basis.

Right to withdraw consent — where we rely on your consent to process your personal data (for example, for marketing communications), you have the right to withdraw that consent at any time. This does not affect the lawfulness of processing carried out before you withdrew consent.

To exercise any of these rights, please contact us at info@sevenrivers-wellness.com. We will respond to all data rights requests within 30 days.

11. COOKIES

Our website may use cookies — small text files placed on your device — to improve your experience and to collect anonymised analytics data.

Cookies we may use include:

Essential cookies — required for the website to function correctly.

Analytics cookies — used by Google Analytics to collect anonymised information about how visitors use our website. No personally identifiable information is collected through analytics cookies.

A cookie consent notice will be displayed when you first visit our website. You may accept or decline non-essential cookies at that time. You can also manage cookie preferences through your browser settings at any time.

12. LINKS TO THIRD-PARTY WEBSITES

Our website may contain links to third-party websites. This Privacy Policy applies only to our own website and services. We are not responsible for the privacy practices of any third-party websites and encourage you to review their privacy policies.

13. CHILDREN'S PRIVACY

Our programmes and services are intended for adults. We do not knowingly collect personal data from anyone under the age of 18. If you believe we have inadvertently collected data from a minor, please contact us at info@sevenrivers-wellness.com and we will delete it promptly.

14. HOW TO MAKE A COMPLAINT

If you believe we have not handled your personal data in accordance with GDPR, you have the right to make a complaint to the Data Protection Commission, the supervisory authority for data protection in the Republic of Ireland.

Data Protection Commission 21 Fitzwilliam Square South Dublin 2 D02 RD28 Republic of Ireland dataprotection.ie

We would, however, appreciate the opportunity to address your concerns before you contact the Data Protection Commission, so please contact us in the first instance at info@sevenrivers-wellness.com.

15. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time. Any material changes will be posted on this page with an updated date. Where appropriate, we will notify you by email.

We encourage you to review this Privacy Policy periodically.

16. CONTACT

If you have any questions about this Privacy Policy, or wish to exercise any of your data rights, please contact us:

Seven Rivers Wellness™ Matt Dunham and Sandra Dunham Republic of Ireland Email: info@sevenrivers-wellness.com Website: sevenrivers-wellness.com

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