

# Privacy Policy

**Last updated:** 20/10/2025

This Privacy Policy explains how I, Cara Honey, operating as an independent freelance consultant providing personal branding and LinkedIn management services (“I”, “me”, or “my”), collect, use, and protect your personal data.

## 1. Data I Collect

I may collect and process the following data for service delivery:

- Full name and contact details (email, phone number).
- Business and invoicing information.
- Images, videos, written content, and brand assets.
- LinkedIn credentials (**username and password**), if required for account management, are provided voluntarily by the client.

## 2. Password Handling and Security

- Passwords are stored in the **Google Account Password Manager**, which uses AES-256 encryption and two-step verification.
- Passwords are **never shared with third parties** and are used solely to access the relevant platform for contracted services.
- Clients are encouraged to create **dedicated or temporary credentials** and to change passwords immediately if service ends or access is no longer needed.
- From 2025 onwards, I am transitioning to a **dedicated encrypted password manager (1Password)** for improved compliance and security.

## 3. Legal Basis for Processing

- **Contract:** to perform agreed personal branding or social media services.

- **Consent:** for access to accounts or images.
- **Legitimate interest:** to manage relationships, project delivery, and billing.

#### 4. Data Sharing and Storage

- Stored within encrypted systems, including **Google Workspace** and password manager tools.
- Access is limited to me only.
- No data is shared with third parties except necessary subprocessors (e.g., Google, Canva) under GDPR-compliant agreements.

#### 5. Data Retention

- Passwords are held **only for the duration of the project** and deleted immediately upon contract completion or access revocation.
- Financial and project records are retained for up to **7 years**.

#### 6. Your Rights

You can request:

- Access to your data.
- Correction or deletion of information.
- Immediate removal of stored passwords.
- A copy of all data held about you.

#### 7. Contact

Cara.honey3@gmail.com  
2 Bank Street, Bishops Waltham, Southampton, SO32 1AN

For concerns, you may contact the **Information Commissioner's Office (ICO)** at [www.ico.org.uk](http://www.ico.org.uk)