



Registered in England and Wales at
13 North Common Road, Ealing,
London, W5 2QB, Phone: 02088323071
Registered no: 2918520
Registered Charity no: 1050175

Privacy and Cookies
Metanoia Institute

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Related policies

- Bring Your Own Device Policy
- Cyber Security Policy
- Data Breach Protocol
- Data Protection Policy
- Disclosing Data to Third Parties
- IT and Telephone Acceptable Use
- Privacy Notice
- Record Retention Schedule
- Recruitment Data Privacy Notice

1. Introduction

- 1.1 Metanoia Institute takes its privacy and data protection responsibilities seriously. We are a company registered in England and Wales (reg. number 2918520).
- 1.2 The address of our registered office is:
13 North Common Road, Ealing, London, W5 2QB, United Kingdom.
- 1.3 We can be contacted in relation to any data related queries by telephone on 020 8579 2505, by email on dataprotection@metanoia.ac.uk or by post on our registered office address, listed above.
- 1.4 The use of the web pages of the Metanoia Institute on www.metanoia.ac.uk is possible without any indication of personal data; However, if you want to use special enterprise services via our website, such as making an online application for one of our programmes, sending an enquiry through our online forms, applying to be listed on our therapist directory and creating a therapist profile, processing of personal data could become necessary. If the processing of personal data is necessary and there is no statutory basis for such processing, we will always obtain consent from you.
- 1.5 Our forms are encrypted. Sensitive data should only be shared via secure means.
- 1.6 The processing of personal data, such as the name, address, e-mail address, or telephone number of a data subject shall always be in line with the UK General Data Protection Regulation (UK GDPR), and in accordance with the country-specific data protection regulations applicable to Metanoia Institute. By means of this privacy policy, we would like to inform the general public of the nature, scope, and purpose of the personal data we collect, use and process. Furthermore, we would like to inform you of the rights to which you are entitled. This information is also available in further detail in our [Privacy Notice](#).
- 1.7 As the controller, Metanoia Institute has implemented software and processes to ensure the most complete protection of personal data processed through our websites. However, Internet-based data transmissions may in principle have security gaps, so absolute protection cannot be guaranteed. For this reason, you may choose to transfer personal data to us via alternative means, e.g. by telephone or post.

2. Cookies

- 2.1 The Metanoia Institute website uses cookies to ensure that we provide you with the best possible user experience while you browse our pages, where you have given your consent. Cookies help us to improve our web services by analysing how visitors use our site. Essential Cookies are always active. Non-essential cookies (such as those used for analytics or marketing) will only be set if you choose to accept them. You can manage your preferences at any time in our cookie settings on our website. See paragraph 2.4 below.
- 2.2 Cookies are small text files placed on your device by your internet browser. Each cookie typically contains a unique identifier, which allows our website or other websites to recognise your browser on return visits.

2.3 Types of Cookies we use:

- **Essential cookies** – These are necessary for the basic operation of our website, such as enabling secure log-in, allowing you to move between pages without losing

information, and ensuring the website displays correctly. Disabling these cookies may affect how the site functions.

- **Non-essential cookies** – These include performance, analytics, and marketing cookies. They help us understand how visitors interact with our website, improve its performance, and provide relevant content or advertising. This may involve the use of third-party tools described in Section 9 (“Marketing and Analytical Tools We Use”).

2.4 You can manage or disable cookies at any time by changing your browser settings, and you can delete cookies already stored on your device. Most browsers provide guidance on how to do this in their help sections. Please note that if you disable or delete cookies, some parts of our website may not function properly.

3. What personal data we collect about you

3.1 When you visit our website, create a therapist profile, make an application for a training programme or listing on our therapist directory, or contact us via the website form, we may collect some or all of the following personal information about you:

- Name
- Date of birth
- Sex
- Age
- Billing and professional practice address
- Email address
- Phone number
- Username and password
- Your images and other user content
- Your correspondence with and from Metanoia Institute.
- Your preferences about receiving communication for Metanoia Institute.
- Information about your use of the Metanoia Institute website, and your browsing and online activities; and details we may ask you to submit to verify your identity.
- Payment method (credit or debit card) details.
- We may also collect some of this personal information from third parties who have your consent to pass your details to us.

3.2 Your personal data may include ‘special categories of data’ as described under the UK GDPR. Such special categories include racial or ethnic origin, political opinions, religious or philosophical beliefs or trade union membership, genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person’s sex life or sexual orientation.

3.3 The Institute will put particular safeguards in place for the processing of special categories” of data (see detailed information on data which falls under this definition on the [ICO website](#)).

3.4 Metanoia Institute may process data relating to criminal convictions (e.g. if a course requires a Disclosure and Barring Service check or a student or staff member has an unspent conviction).

3.5 The special category data, such as ethnicity, religion or belief, are used for monitoring, statistical and research purposes in order to improve student satisfaction and attainment and ensure equality of opportunity and inclusion.

3.6 **HESA returns:** If you accept your offer of study with us, we are required to return important information (that will include your personal data) to HESA. Please see [HESA's collection notices](#) together with other supporting information.

3.7 The lawful basis for processing special categories of data include:

Consent: The Institute will process certain sensitive information about you with your consent for example the use of ethnicity to ensure that you are not disadvantaged

Necessary for reasons of substantial public interest: This includes monitoring according to characteristics such as ethnicity or disability to ensure equality of opportunity. This is also the basis for processing data in relation to counselling.

Necessary for the purposes of preventive or occupational medicine, medical diagnosis, the provision of health or social care or treatment: This would relate to the provision of support plans and services through Student Services (or HR for staff).

4. What we use your personal information for

4.1 Your personal data is collected, processed, stored and used by us for various reasons, but with the intention to provide you with the best customer service and experience as our potential or current student or client.

4.2 When you create a therapist profile, make an online application or contact us via our website form, we need to process certain information that allows us:

- To provide a service to you
- To process payments for our services
- To enrol you in a training programme
- To provide customer support
- To improve your user experience
- To contact you via email and/or telephone in relation to your enquiry.

4.3 By creating an account on our therapist directory, you give us your consent to send you emails for marketing and promotional purposes and express your wish your contact details to be listed publicly on the Internet, however, you can withdraw this consent or ask us to remove your listing at any time by emailing us on info@metanoia.ac.uk.

4.4 For legitimate business reasons we will also process your data for customer satisfaction and customer experience improvement purposes, such as by analysing data we hold about you, and combining it with data held by third parties. We do this to create a customer profile based on interest, demographic and other factors and create services and offers that would be of the most value to you. We would also use this data in connection with the prevention and detection of fraud and other crime.

4.5 In addition, we may automatically collect anonymous information about your use of our website. This includes the number of pages you visit and their content, what web browser you use, and how you ended up on our website. This helps us to analyse the behaviour of our visitors, potential and current customers and therefore optimise our service and advertising. You are not identifiable from this data when it is analysed or processed for the purposes listed.

5. Who has access to your personal data

5.1 We will generally not disclose your personal data to any other third parties with the exclusion of subsidiary and/or affiliated companies such as payment service providers. The details

you have listed or requested to be listed on our Therapist directory are displayed publicly and therefore available for all Internet users to view, copy or distribute. For the purpose of service provision to you, we share data with these categories of third parties:

- Information technology companies
- Payment processing companies
- Fraud prevention companies

5.2 Your personal data will not be shared with any other organisations without your explicit permission unless we are legally entitled or required to do so.

6. How long we store your personal data for

6.1 You can find detailed information on how long particular types of data are kept on our [Record Retention Schedule](#)

7. How we protect your personal data

7.1 We make every effort to minimise the possibility of unauthorised or unlawful processing of your personal data or accidental loss or destruction of, or damage to, your personal data. For this purpose, we have taken a number of technical and organisational measures. We believe the measures implemented by our site reduce the likelihood of security problems to a level appropriate to the type of data involved.

8. Your rights in regards to the personal data we hold about you

8.1 In accordance with UK GDPR we would like to inform you of the right you have in relation to your data collected, processed, stored and used by us. You have the right to:

- Request access to your data for free
- Request your data to be corrected if not accurate or outdated
- Ask us to stop using your data for certain purposes, for example sending you marketing and promotional emails and text messages
- Request to be forgotten (we would remove your personal data from our records)
- Withdraw at any time when this is the legal basis for our processing.

8.2 If you wish to discuss or exercise any of these rights, please contact us at dataprotection@metanoia.ac.uk.

9. Marketing and analytical tools we use

9.1 As outlined above, we collect and analyse certain personal and non-personal data to help us better understand our audience, improve our services, and provide you with offers and content that are relevant and of value to you. To achieve this, we may engage trusted third-party service providers who process information on our behalf for marketing and analytical purposes.

9.2 Some of these providers may be located outside the United Kingdom and the European Economic Area (EEA). Where this is the case, we ensure that appropriate safeguards are in place to protect your personal data, such as the use of standard contractual clauses approved by the UK Information Commissioner's Office (ICO) or the European Commission, or by ensuring the provider is certified under a recognised data protection framework (such as the EU-US Data Privacy Framework).

9.3 These providers may use cookies, pixels, tags, and similar technologies to collect information such as your device type, browser, IP address, pages visited, and the time and

date of your visits. This information may be aggregated and anonymised for statistical analysis, or in some cases may be linked to your account or profile to personalise your experience.

9.4 Please note that each third-party provider has its own privacy policy, and we strongly encourage you to review these to understand how your data is collected, used, and stored.

9.5 The marketing and analytical tools we currently use include:

- **Google Analytics** – A web analytics service provided by Google LLC. Google Analytics uses cookies to collect data about website traffic and user behaviour, which we use to analyse trends, improve site performance, and tailor our content. For more information, please see Google’s Privacy Policy: <https://policies.google.com/privacy>.
- **Facebook (Meta Platforms, Inc.)** – We may use Facebook tools such as the Facebook Pixel to measure the effectiveness of our advertising campaigns, track conversions, and deliver targeted advertisements to users who have visited our site. For more information, please see Facebook’s Privacy Policy: <https://www.facebook.com/policy.php>.
- **LinkedIn (LinkedIn Corporation)** – We may use LinkedIn’s Insight Tag and related tools to measure the performance of our LinkedIn advertising campaigns, understand visitor behaviour, and build remarketing audiences. This allows us to provide more relevant content and advertising to users who have shown interest in our services. For more information, please see LinkedIn’s Privacy Policy: <https://www.linkedin.com/legal/privacy-policy>.

9.6 Where required by law, we will request your consent before placing cookies or using tracking technologies for marketing purposes. You can withdraw your consent at any time or adjust your cookie settings through your browser or via the privacy settings on the relevant platform.