Privacy policy

2026 v2

Background

This privacy policy sets out how The Better Edit (we, our or us) uses and protects the information we hold about individuals who engage with our resources (including but not limited to our website, our newsletter and our courses) and individuals with whom we are engaged in editorial projects and other ventures.

As individuals who are concerned about our own privacy, we are committed to ensuring that your privacy is protected. Should we hold or ask you to provide certain information by which you can be identified, then you can be assured that it will only be used in accordance with this privacy policy.

We reserve the right to make changes to this policy at any time to reflect updates to the law or changes to our data collection and security practices. We recommend that you review it regularly for your own knowledge and benefit.

This policy is effective from 1 December 2025.

What personal information will be collected?

Websites

We may collect the following information from our website or websites where we host products or services (e.g. Teachable):

- name
- email address and website
- any personal details you choose to provide via our contact and sign-up forms
- any personal details you choose to provide in a blog comment
- any personal details you choose to provide as part of a course, coaching or similar
- website usage data and user preferences.

Projects

If you are engaged in a project with us, we may collect or hold the following information:

- name, job title and place of employment
- contact information, including email address
- demographic information, such as gender, place of residence and educational background (for example, as provided in an author biography)
- other identifying data contained in intake form(s), manuscripts or correspondence.

How will the information be collected?

The data and information will be collected both directly and indirectly as follows:

- provided by you
- provided by an organization or person with whom you and we are jointly collaborating (such as a publisher)
- provided via a form
- via cookies.

How will the information be used?

Websites

Information provided by you on our website or a website where we host a product or service (e.g. Teachable) may be used as follows:

- to send you issues of our newsletter
- to keep you up to date with our blog posts and any activity relating to your comments on our blog posts
- to contact you relating to upcoming products or products you have purchased
- to contact you with regard to editorial work
- to engage with you within a training course, coaching or similar.

These functions are separate. For example, if you have filled in our contact form, we will not send you our newsletter.

Your data may be shared between our partners (Hazel Bird and Matthew Wood) and with our virtual assistant and our web manager. It may also be held for internal record-keeping. It will not be shared with any other person or organization.

Projects and other ventures

Your personal data is stored by us for the sole purpose of administering projects and other related editorial work.

Your data may be shared between our partners (Hazel Bird and Matthew Wood) and with our virtual assistant, web manager and editorial subcontractors. It may also be held for internal record-keeping. Your data will not be shared beyond people and organizations whose work is essential to the commission of the project(s) or venture(s) in which we are jointly engaged.

How will the data be stored and secured?

Your data may be stored on one or more of the following:

- hard drives owned by us
- Dropbox
- Microsoft OneDrive
- Microsoft's Office 365 service
- our website's server (hosted by SiteGround)
- our internal online database, hosted by Notion
- Zoho
- Asana
- Jotform
- MailPoet
- Teachable
- hard-copy printouts (very occasionally).

Care is taken to protect all digital information with passwords, including the use of a password manager and in sensitive cases multi-factor authentication.

When information is printed out, it is disposed of via shredding or burning rather than recycling.

Your data may also be held by our virtual assistant, web manager or editorial subcontractors. At any time you may contact hazel@thebetteredit.com to request details of any such data and how it is secured.

Changes to and retention of the data

You are able to make changes to your data by contacting hazel@thebetteredit.com.

If you ask us to delete data at the end of a project or after a specific time interval, we will do so. However, we do not routinely delete data because we may need to refer to it if you return to us for another project in the future.

Automated decision-making

No decisions are made based on the automated processing of your inputted data or AI.

Your rights, including the right to object or withdraw consent

Your consent to our use of your data can be withdrawn at any time via the following methods:

- If we have been contracted to provide a service via a third party (such as a publisher): you should contact the third party and we will act as directed by the third party.
- In cases where there is no third party: you must contact hazel@thebetteredit.com.

Under UK data protection laws, users have the following rights:

- the right to be informed about the processing of personal information
- the right to have personal information corrected if it is inaccurate and to have incomplete personal information completed
- the right to object to processing of personal information
- the right to restrict processing of personal information
- the right to have personal information erased
- the right to request access to personal information and how it is processed
- the right to move, copy or transfer personal information; and
- rights in relation to automated decision-making which has a legal effect or otherwise significantly affects the user.

The above rights cannot be exercised in all circumstances and therefore not all requests will be approved by us. Any responses we send will outline which rights apply (or do not apply) and whether we will comply with the request or not and the reasons why.

Opting out of communications

You have the right to opt out of marketing and other non-essential communications.
To do this, you must click the 'Unsubscribe' link (where present) on our emails or contact hazel@thebetteredit.com.

Right of complaint

You have the right to complain to the Information Commissioner's Office, which enforces data protection laws: www.ico.org.uk.

Information regarding international data transfer

We do not transfer your data outside the UK or European Economic Area (EEA) except potentially via the external services listed above (see 'How will the data be stored and secured?'). These services' GDPR policies can be viewed via the following links:

- **Dropbox:** https://help.dropbox.com/security/general-data-protection-regulation
- **Microsoft:** https://www.microsoft.com/en-gb/trust-center/privacy/gdpr-overview
- **SiteGround:** https://www.siteground.co.uk/blog/siteground-is-gdpr-compliant
- **Notion:** https://privacycenter.notion.so/policies
- **Zoho:** https://www.zoho.com/sites/gdpr.html
- **Asana:** https://asana.com/terms/privacy-statement
- **Jotform:** https://www.jotform.com/privacy
- **MailPoet (Automattic):** https://automattic.com/privacy
- **Teachable:** https://support.teachable.com/en/articles/11682440-eu-gdpr-and-teachable

From time to time we may begin to use additional services not listed above. This policy will be updated at regular intervals. However, if at any time you wish to confirm the full list of the services we are using, you can contact hazel@thebetteredit.com.

Cookie policy

Cookies are small pieces of text sent to your browser by our site. They help us remember information about your visit, which can improve your experience of our website.

We use them to analyse web traffic and enable various features – for example, relating to your interactions with our blog and your experience of our courses.

You can choose to accept or decline cookies. You can usually modify your browser settings to decline cookies if you wish. This may prevent you from taking full advantage of our website.

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