

Policies

Privacy Policy

The Ethical Tentacle Collective (ETC) is operated by Ferenc Zsolnai, sole trader in Scotland. ETC is the data controller of your personal data.

We have adopted this Privacy Policy to explain what personal data we collect, why we collect it, and how we process and protect it. Please read this policy carefully before using the ETC website or services.

We respect your privacy and undertake to keep your data secure and confidential.

Personal information we collect

From our website forms (via Mailchimp): First name, last name, company, role, and email address.

Automatically from your device: Browser type, IP address, time zone, and cookie information (see Cookie Policy below).

From live sessions (Zoom and Discord): Your name, image, voice, and participation in Q&A sessions and courses. Sessions may be recorded.

From 1-on-1 meetings: Your name, image, and voice — however, these meetings will never be recorded.

In addition, when you join our Discord community, you will be asked to verify your identity by providing the email address you registered with The Ethical Tentacle Collective. This verification step is mandatory to access the community and ensures that your Discord account can be linked to your subscription. We collect and store your Discord user ID together with your registered email address for this purpose only. Your display name (alias) may be different and is not used for identification.

Why we process your data

We process your personal data to:

- Provide access to courses, Q&A sessions, and our community.
- Maintain and improve our website and services.
- Send you information you request (such as newsletters).
- Keep records of live sessions for training, quality, and promotional purposes.

We will only process the data necessary for these purposes and in line with UK GDPR and EU GDPR.

Session recordings and use in marketing

By registering with ETC, you acknowledge that group courses and Q&A sessions may be recorded and stored. These recordings may be shared with other subscribers for training purposes and may also be used in ETC's marketing materials (including promotional videos, social media, and other communications).

If you do not wish to appear in promotional materials, you may disable your camera, use an alias, or notify us in advance.

1-on-1 meetings are never recorded.

Your rights under UK/EU GDPR

- The right to be informed.
- The right of access.
- The right to rectification.
- The right to erasure.
- The right to restrict processing.
- The right to data portability.
- The right to object.
- Rights in relation to automated decision-making and profiling.

To exercise any of these rights, please contact us at info@ethicaltentacle.org.

International transfers

We use services based outside the UK and EU, including Mailchimp, Zoom, and Discord, which process data in the United States. These providers participate in recognised data protection frameworks to safeguard your information.

Information security

We maintain reasonable technical and organisational measures to protect your personal data. However, no method of electronic transmission or storage is completely secure.

Legal disclosure

We may disclose information if required by law or if we believe disclosure is necessary to protect our rights, ensure your safety, comply with legal process, or respond to a government request.

Contact information

For questions about this policy or your rights, please contact us at info@ethicaltentacle.org.

Refund Policy

During our free beta year, no payments are collected from participants. From year two onwards, ETC will operate on a subscription basis. At that time, participants will be provided with clear cancellation terms and a refund policy that complies with UK consumer protection law. Until then, there are no fees and no refunds applicable.

Cookie Policy

Our website uses cookies to ensure it functions properly and securely. These include:

- Essential cookies – required for the site to work.
- Mailchimp cookies – used when you submit forms to manage subscriptions.
- Analytics cookies (Google Analytics) – used to understand website traffic and usage.

By continuing to use this website, you consent to the use of these cookies. You can disable cookies in your browser settings, though some features may not function correctly.

If we add further cookies or analytics tools in the future, we will update this policy and notify you by email.

