

PRIVACY POLICY

Maria Fethers | Last updated: 8 June 2026

1. Who We Are

This privacy policy explains how Maria Fethers ("I", "me", "my"), a sole trader operating an AI consultancy under the trading name Maria Fethers, collects, uses, and protects your personal data.

Contact: maria@mariafethers.com

2. What Data I Collect

I may collect the following types of personal data:

- Name and business name
- Email address and telephone number
- Business details provided during enquiries or consultations
- Payment information processed via Stripe (I do not store card details directly)
- Communications you send to me by email, phone, or through any form or AI tool on my website or platforms
- Data captured through voice AI interactions, including call recordings and transcripts where applicable
- Usage data from my website, including IP address, browser type, and pages visited

3. How I Collect Your Data

I collect data through:

- Enquiry forms and scorecard assessments on my website
- Direct email and telephone communications
- Voice AI tools integrated into my services
- Payment processing via Stripe
- Accounting records maintained in Xero
- Social media interactions where you contact me directly

4. Why I Collect Your Data

I process your personal data for the following purposes:

- To respond to your enquiries and provide the services you have requested
- To deliver F.O.C.U.S Consultation, F.O.C.U.S Build, and F.O.C.U.S Growth services
- To process payments and maintain financial records
- To fulfil legal and regulatory obligations

- To send relevant follow-up communications where you have indicated interest in my services
- To improve my services and tools based on how they are used

5. Legal Basis for Processing

Under UK GDPR, I process your data on the following legal bases:

- Contract: to deliver services you have purchased or enquired about
- Legitimate interests: to manage client relationships and develop my business
- Legal obligation: to maintain financial records as required by law
- Consent: where you have explicitly agreed to receive communications from me

6. Voice AI and Call Data

My services may include voice AI tools. If you interact with a voice AI agent associated with my business:

- Your call may be recorded and transcribed for quality, training, and follow-up purposes
- The content of your call, including any personal information you share, will be processed and stored within the Go High Level platform
- You will be informed at the start of any AI-handled call that you are speaking with an automated assistant
- If you do not wish your call to be recorded or processed in this way, you may end the call at any time and contact me directly at maria@mariafethers.com

7. Third Party Tools and Data Processors

I use the following third party tools which may process your personal data on my behalf:

- Go High Level (GHL): CRM, automation, and voice AI platform
- Stripe: payment processing
- Xero: accounting and invoicing

Each of these providers operates under their own privacy policies and data processing agreements. I only work with providers who offer appropriate data protection safeguards.

8. How Long I Keep Your Data

I retain personal data only for as long as necessary:

- Client records: 6 years from the end of the engagement, in line with HMRC requirements
- Enquiry data where no engagement followed: 12 months
- Voice call recordings and transcripts: 90 days unless required for longer by an active engagement

- Marketing contact data: until you withdraw consent or request removal

9. Your Rights

Under UK GDPR, you have the right to:

- Access the personal data I hold about you
- Request correction of inaccurate data
- Request deletion of your data in certain circumstances
- Object to or restrict processing of your data
- Withdraw consent at any time where processing is based on consent
- Lodge a complaint with the Information Commissioner's Office (ICO) at ico.org.uk

To exercise any of these rights, contact me at maria@mariafethers.com. I will respond within 30 days.

10. Data Security

I take reasonable steps to protect your personal data from unauthorised access, loss, or misuse. All data is stored within secure cloud platforms with access controls in place. Payment data is handled exclusively by Stripe and is never stored on my systems.

11. Cookies

My website may use cookies for analytics and functionality. You will be presented with a cookie preference option on your first visit. You can manage or disable cookies through your browser settings at any time.

12. Changes to This Policy

I may update this privacy policy from time to time. The current version will always be available at mariafethers.com. Significant changes will be communicated directly to active clients.

13. Contact

For any questions about this privacy policy or your personal data, contact:

Maria Fethers

Email: maria@mariafethers.com