

Privacy Policy

Last updated: June 2026

Data Controller

Jules Mold trading as The Wide Life / Wolfe & Fox Photography Limited

Email: info@thewidelife.co.uk

Website: thewidelife.co.uk

This policy applies to thewidelife.co.uk and the Still Becoming Substack publication (stillbecomingwideningourstories.substack.com).

This Privacy Policy explains how Jules Mold, trading as The Wide Life, collects, uses and protects your personal data when you visit this website, purchase a product, apply for The Becoming cohort, or subscribe to Still Becoming. It is written in compliance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

Please read this policy carefully. If you have any questions, contact me at info@thewidelife.co.uk.

1. What personal data I collect

Information you provide directly

- Name and email address — when you subscribe to Still Becoming on Substack, sign up for any email list, or contact me directly
- Name, email and application responses — when you apply for The Becoming cohort via the Google Form
- Payment information — when you purchase a guide through the Wix store. Note: payment details are processed by Wix Payments or Stripe and are not stored by me
- Name and email — when you book a 1:1 coaching session
- Any information you choose to share — when you email me directly at info@thewidelife.co.uk

Information collected automatically

- Website usage data — pages visited, time spent, browser type, device type and IP address, collected via Wix Analytics and Google Analytics
- Cookie data — see the Cookies section below

2. How I use your personal data

I use personal data only for the purposes for which it was collected. These are:

- To send you Still Becoming essays and updates — if you have subscribed via Substack or another email platform

- To process and deliver your guide purchase — name and email used to send your PDF and order confirmation
- To process your application to The Becoming — your application responses are reviewed by me and stored securely. Successful applicants' details are retained for the duration of the cohort year
- To provide 1:1 coaching — your contact details and any notes from sessions are kept confidentially
- To respond to your enquiries — emails sent to info@thewidelife.co.uk are read and responded to by me personally
- To improve the website — anonymised usage data helps me understand how the site is being used

I do not use your personal data for automated decision-making or profiling.

3. Legal basis for processing

Under UK GDPR, I must have a lawful basis for processing your personal data. The bases I rely on are:

- Consent — for marketing emails and the Substack newsletter. You can withdraw consent at any time by unsubscribing
- Contract — to fulfil a purchase or coaching booking you have made
- Legitimate interests — to respond to enquiries and improve the website, where this does not override your rights
- Legal obligation — where required by law

4. Who I share your data with

I do not sell your personal data. I share it only with the third-party services that help me run The Wide Life, and only to the extent necessary:

- Substack — email newsletter and publication platform. Substack's Privacy Policy applies to data processed via their platform: substack.com/privacy
- Wix — website hosting and store platform. Wix's Privacy Policy applies: support.wix.com/en/article/wix-privacy-policy
- Google — Google Forms (cohort applications), Google Analytics (website analytics). Google's Privacy Policy applies: policies.google.com/privacy
- Stripe / Wix Payments — payment processing. Your payment card details are handled directly by these processors and are not accessible to me
- Zoom or equivalent — video calls for coaching sessions and cohort calls. The platform's own privacy policy applies

All third-party services are selected carefully and are either based in the UK, the EEA, or covered by appropriate data transfer safeguards (such as Standard Contractual Clauses).

5. How long I keep your data

- Substack subscribers — until you unsubscribe

- Guide purchasers — order records kept for 7 years in line with HMRC requirements for financial records
- Coaching clients — contact details and session notes kept for 2 years after the end of engagement, then deleted
- Becoming cohort members — retained for the duration of the cohort year, then for 1 year after, then deleted
- Cohort applicants (unsuccessful) — application data deleted within 3 months of applications closing
- Website analytics — anonymised data retained for 26 months per Google Analytics defaults
- Email enquiries — kept for 2 years, then deleted unless ongoing correspondence requires longer retention

6. Your rights under UK GDPR

You have the following rights regarding your personal data:

- Right to access — you can request a copy of the personal data I hold about you
- Right to rectification — you can ask me to correct inaccurate or incomplete data
- Right to erasure — you can ask me to delete your personal data in certain circumstances
- Right to restrict processing — you can ask me to limit how I use your data in certain circumstances
- Right to data portability — you can ask for your data in a commonly used, machine-readable format
- Right to object — you can object to processing based on legitimate interests, including direct marketing
- Right to withdraw consent — where processing is based on consent, you can withdraw it at any time without affecting the lawfulness of prior processing

To exercise any of these rights, email info@thewidelife.co.uk. I will respond within one calendar month. I may need to verify your identity before processing a request.

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) if you believe your data has been handled unlawfully. The ICO can be contacted at ico.org.uk or by calling 0303 123 1113.

7. Cookies

This website uses cookies — small text files stored on your device — to help the site function and to understand how it is used.

Essential cookies

Required for the website to function. These cannot be disabled.

Analytics cookies

Used to understand how visitors use the site (pages visited, time spent). Collected via Wix Analytics and Google Analytics. These are set only with your consent via the cookie banner when you first visit the site.

Marketing cookies

The Wide Life does not currently use marketing or advertising cookies.

You can manage cookie preferences through the cookie banner on this site, or through your browser settings. Disabling analytics cookies will not affect your ability to use the site.

8. Data security

I take reasonable steps to protect your personal data from unauthorised access, loss or misuse. These include:

- Using password-protected and encrypted platforms for storing data
- Limiting access to personal data to myself only
- Using reputable third-party providers with strong security standards

No method of electronic transmission or storage is 100% secure. If a data breach occurs that is likely to result in risk to your rights and freedoms, I will notify you and the ICO as required by UK GDPR.

9. Third-party links

This website contains links to third-party sites including Substack. I am not responsible for the privacy practices of those sites. I encourage you to read their privacy policies before providing any personal data.

10. Children's data

The Wide Life and Still Becoming are not intended for children under the age of 18. I do not knowingly collect personal data from anyone under 18. If you believe a child has provided me with personal data, please contact me at info@thewidelife.co.uk and I will delete it promptly.

11. Changes to this policy

I may update this Privacy Policy from time to time. The most current version will always be published at thewidelife.co.uk/privacy-policy. The date at the top of this document shows when it was last updated. Material changes will be communicated via the Still Becoming newsletter where appropriate.

12. Contact

For any questions about this Privacy Policy or how your personal data is handled:

Contact details

Jules Mold — The Wide Life
Email: info@thewidelife.co.uk
Website: thewidelife.co.uk

Response time: within 5 working days for general enquiries; within 1 calendar month for data rights requests.

This policy was written for The Wide Life / Jules Mold and reflects the specific data processing activities of this business. It complies with UK GDPR and the Data Protection Act 2018. It is not legal advice. If you have specific legal concerns, please consult a qualified data protection professional.