v3, July 2026

WDTC & Podspike Privacy and Data Protection Policy

Introduction

The ICO defines "'personal data' as any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person".

Why did the Chicken Ltd, also trading as *Podspike,* is committed to protecting the privacy and security of your personal data. This Policy explains how we collect, use, disclose, and safeguard your personal data, in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and Data (Use and Access) Act 2025.

Data Controller: Daniel Page (data@whydidthechicken.com)

ICO Reference Number: ZA604047

What data might we collect, on what lawful basis and how long will we retain it for?

When you visit and use our website the following specific types of information may be collected/tracked by us and 3rd parties we work with to better understand our customers and their user experience, improve our website and deliver our services:

- Products you've viewed: we'll use this to, for example, show you products you've recently viewed;
- Page views and active sessions to ensure hidden elements are not displayed again during multiple active sessions;
- We'll use a range of cookies covering Necessary, Functional, Analytics and Marketing purposes as described in our Cookie consent pop-up you'll see when you first visit the site (and periodically over time);
- Unique User ID to allow cookie consent to be tracked.

Lawful basis: Consent. Retention period: 1 year for cookie choices, 10 years for consent receipts.

If you contact us using a contact form on the website or email then we will store your name, email address and any other data you provide such as telephone numbers in order for us to respond to you. Information will be processed via Wordpress, Postmark and Gmail. We may share the minimum possible relevant information with our partners and subcontractors as necessary in order to identify the best options available to inform any requests for quotation or to deliver a service.

Lawful basis: Consent. Retention period: Up to 6 years after the last communication with you.

If you complete a form or survey in order for us to better understand your needs then we will store relevant information such as your name, email address, location, role in the podcast, podcast name, goals, estimated downloads, target audience and budget. This information will be used to assess how we can best help and will be processed via Gmail, Google Forms and Google Sheets. Google may process limited technical information (such as IP addresses and browser information) in order to provide the service. Please see Google's Privacy Policy for further information.

Lawful basis: Consent. Retention period: Up to 6 years.

If you complete a form or survey we conduct on behalf of one or more clients then *we will* We design our client surveys so that they do not normally collect information that directly identifies individuals (such as names or email addresses). Where demographic information such as age range, gender, interests or general location is collected, it is used only in aggregate unless otherwise stated. This information will be used to assess how clients can improve their podcasts and will be processed via Gmail, Google Forms and Google Sheets. Google may process limited technical information (such as IP addresses and browser information) in order to provide the service. Please see Google's Privacy Policy for further information.

Lawful basis: Consent. Retention period: Up to 6 years.

If you apply to and/or participate in the Podcast Clinic then we will store relevant information such as your name, email address, podcast name, goals, estimated monthly downloads and target audience. Video and/or audio footage of our audit with you may also be recorded. This information will be used to provide advice at our Clinic audit, with elements such as video clips and quotations used to create content for our public facing assets such as our newsletter, website and social media pages. Information will be processed via Gmail, Google Forms and Google Sheets. Google may process limited technical information (such as IP addresses and browser information) in order to provide the service. Please see Google's Privacy Policy for further information.

Lawful basis: Consent. Retention period: Until consent is withdrawn.

If you subscribe to our newsletter then we will use your email address (and if supplied, your name) in order to send you our monthly newsletter. Information will be processed using Mailchimp.

Lawful basis: Consent. Retention period: Until unsubscribed.

If you make a purchase from us then we:

- Will store relevant payment details such as your name, email address, location, podcast name and link and billing/invoicing details in order to enable transactions. Information may be processed using Gmail, Starling Bank, Paypal and any other 3rd party payment processors as in use at the point of payment (e.g. Stripe). *Retention period: At least 6 years.*
- Will store contact information in Gmail order to communicate progress, ask and respond to questions, deliver agreed service and request feedback and testimonials from you. *Retention period: Up to 6 years*
- May ask you to provide further necessary information in order to deliver that service e.g. your Podcast Cover Art, social media account
- Will communicate relevant information to you necessary to update you on the status of purchased services and complete the delivery of purchased services;
- Store information about your podcast in Google Docs, Slides and Sheets, including anonymised historical and current audience usage statistics (including Subscribers, Plays, Listens, Downloads, Devices and Locations etc.) in order to deliver agreed services. *Retention period: Up to 6 years.*

Lawful basis: Contract and legal obligation.

If you are a client that chooses to share personal data that you have collected (as a data controller) in order to allow us to perform a service such as analysis or research on said data (as a data processor). In these instances a Data Processing Agreement will be made between us, detailing all relevant information controls, legal bases and retention.

Lawful basis: Contract. Retention period: As specified within the agreement.

If you contact or engage with us as a subcontractor or staff member we will store relevant information about your skills, experience and availability, alongside relevant contact, diversity monitoring and payment details in order to enable work and payment. Information will be processed using Gmail, Starling Bank and Google Docs.

Lawful basis: Contract and legal obligation. Retention period: Until you leave the business / stop working for us.

If you make a complaint we will store relevant information about the complaint alongside your contact details in order to manage the complaint. Information will be processed using Gmail, Google Docs and Google Sheets.

Lawful basis: Legitimate interest. Retention period: Up to 6 years.

If you provide a testimonial then we may share your testimonial in whole or part across assets such as Service summary, newsletter, website and social media pages. Information will be processed using Gmail, Google Docs and Google Sheets. Testimonials will only be published with your consent.

Lawful basis: Consent. Retention period: Until consent is withdrawn.

If you are a former client then, unless agreed otherwise, as per our Terms and Conditions of Business we may store and display your Podcast artwork and basic/summary information about the Podcast, Services performed for you, outcomes achieved and feedback / testimonials in case studies, our website and other marketing materials we may create and distribute to advertise our Services.

Lawful basis: Consent as per contract. Retention period: Until consent is withdrawn.

What principles will we apply to this data and what rights do you have?

For all the above listed purposes we will:

- Collect only the minimum data required to fulfil the purpose;
- Process personal data only for the purposes for which it was collected;
- Ensure we hold the correct data for the purpose;
- We retain personal data only for as long as necessary to fulfil the purposes for which it was collected. In some cases, we are legally required to retain certain records, such as accounting, invoicing and payment information, for a minimum of six years to comply with tax and company law. Once the applicable retention period has expired, personal data will be securely deleted or anonymised where appropriate.
- Apply appropriate security.

In accordance with the UK GDPR and Data Protection Act 2018, you have the right to:

- Access your personal data
- Rectify inaccurate or incomplete data
- Request erasure of your data
- Restrict or object to processing
- Data portability
- Withdraw consent at any time (where applicable)
- Lodge a complaint with the ICO (www.ico.org.uk)

Any requests can be made in writing to our Data Controller via data@whydidthechicken.com

Who might we share your data with?

In order to provide quotations and deliver the agreed services we may share the minimum necessary personal information with our staff, subcontractors and partners.

- Staff members and freelancers - will be required to abide by this document;
- Partners - we will pass only the minimum information necessary and ensure that suitable and proportional data protection controls are in place
- Mailchimp (newsletter) - read their privacy policy here;
- Stripe (payments) - read their privacy policy here;
- Google (productivity and communication) - read their privacy policy here;
- Starling Bank (payments) - read their privacy notice here;
- Postmark (communication) - read their privacy policy here;
- Elementor (website) - read their privacy and data policy here.
- Hotjar (website) - read their GDPR and privacy policy here;
- Canva (artwork) - read their privacy policy here.

What steps will we take to protect your data and keep it safe?

Please note - we do not use your personal data for solely automated decision-making or profiling that produces legal or similarly significant effects.

Staff and subcontracted staff of *Why did the Chicken?* who process your information are expected to implement and maintain sufficient technical and organisational security measures in order to protect any Personal Data. As a minimum these measures to include:

a. Use of password protection on any email and customer service accounts, computers and smartphones used in the provision of your services;
b. Ensuring passwords are known only by authorised and appropriate individuals;
c. Ensuring that any physical documents are stored in lockable premises;
d. Ensuring that they confirm the identity of individuals who claim to work for us;
e. Remaining vigilant to phishing and social engineering attacks.

Details of the steps taken by third parties to keep your data safe can be found in their relevant privacy policies

Some of our suppliers may process personal data outside the UK. Where this occurs we ensure appropriate safeguards are in place, such as the UK International Data Transfer Agreement (IDTA), the UK Addendum to the EU Standard Contractual Clauses or an adequacy decision where applicable.

We do not knowingly collect personal data from children under 18. If personal data is required to be collected on under-18s, then specific additional protection will be applied, as they may be less aware of the risks, consequences and safeguards concerned and their rights in relation to the processing of personal data.

Changes to this policy

We may update this policy from time to time. The latest version will always be available on our website and significant changes will be notified to current customers.