

Terms and Conditions & Privacy Policy

www.effblank.com

Last updated: 20 May 2026

1. Who I Am

www.effblank.com is operated by Dr Eff Blank, trading as SELF LEADERSHIP UNLOCKED.

Registered office: 3rd Floor, 86–90 Paul Street London EC2A 4NE United Kingdom

Contact: info@effblank.com

For the purposes of the UK Data Protection Act 2018 and the EU GDPR (2016/679), I am the Data Controller for all personal data collected through this website.

2. What This Website Is For

This site provides:

- educational materials
- online courses
- coaching services
- email updates and resources

All information provided through this site is for educational purposes only and is not a substitute for therapy, medical advice or crisis support.

3. Intellectual Property

All content on this website — including videos, text, graphics, downloads, course materials and branding — is the intellectual property of Dr Eff Blank / SELF LEADERSHIP UNLOCKED.

You may not copy, reproduce, distribute, share or adapt any materials without explicit written permission.

Course access is non-transferable.

Course materials may be updated or altered periodically to ensure they remain relevant and accurate.

4. Purchases, Payments & Refunds

Course access is non-transferable.

All purchases are final.

Because digital products and course materials are delivered in full immediately upon purchase, no refunds can be offered.

If you experience technical issues accessing your materials, please contact me at info@effblank.com.

5. Coaching Disclaimer

Coaching is a forward-focused, educational, and developmental process. It is **not**:

- therapy
- counselling
- medical treatment
- a crisis service

By booking coaching, you acknowledge that you are responsible for your own decisions, wellbeing and actions.

If you are in crisis or need urgent support, please contact your local emergency services or crisis helpline.

6. Privacy Policy

a. Data collected through the website

The following data may be collected when you use this website to purchase or access materials provided:

- your name
- your email address
- form submissions
- course purchase details
- messages you send through the site
- basic website analytics data

I do **not** collect sensitive data unless you voluntarily share it with me (e.g., in a coaching enquiry).

b. How your data is used

Your data is used to:

- deliver the products or services you purchased

- send you course access details
- improve the website and services
- send occasional marketing emails (you can unsubscribe anytime)
- respond to enquiries

Your data is never sold or shared with third parties.

c. Legal basis for processing

Under the UK Data Protection Act 2018 and the EU GDPR (2016/679), I process your data on the following bases:

- Contract (to deliver what you purchased)
- Consent (for marketing emails)
- Legitimate interest (to improve services and site functionality)

d. Marketing emails

You may receive:

- updates
- new course announcements
- occasional offers
- educational content

You can unsubscribe at any time by clicking the link in any email.

e. Data storage & security

This website is hosted on Wix, which provides industry-standard security including:

- ISO 27001, 27701, 27018 certifications
- TLS 1.2+ encryption for data in transit
- secure cloud hosting (AWS & Google Cloud)
- regular penetration testing
- PCI DSS compliance for payments

Payments are processed securely through Wix Payments or Stripe. I do not store or have access to your full payment details.

f. How long your data is kept

I retain your data only for as long as necessary to:

- deliver your purchases
- comply with legal obligations
- maintain accurate business records

You may request deletion of your data at any time.

g. Your rights

Under data protection legislation, you have the right to:

- access your data
- correct your data
- request deletion
- restrict processing
- withdraw consent
- lodge a complaint with the ICO

To exercise any of these rights, please email info@effblank.com.

7. Cookies

This site uses essential cookies for functionality and basic analytics provided by Wix.

These may track:

- page views
- site performance
- device/browser type
- general usage patterns

No third-party advertising cookies are used.

You can manage cookies through your browser settings.

8. External Links

This site may link to external websites. I am not responsible for the content or privacy practices of those sites.

9. Changes to These Terms

These Terms & Conditions and Privacy Policy may be updated occasionally. The “Last updated” date at the top will always reflect the latest version.

10. Contact

For any questions about these Terms, Privacy Policy, or your data, please contact:

info@effblank.com