

Employer membership: what we hold, and for how long

Written for IT, legal and procurement teams. Everything below describes how the service actually works today.

What the service is

Web pages that create personalised wellbeing content: short audio tracks, written guides, a printable planner and team session plans. There is **no app to install**, no browser extension, no access to your network, devices or systems, and no single sign on. Employees open a private link in an ordinary browser.

What we collect

- **From you:** company name, contact name, work email, and billing details taken by Stripe. We never see card numbers.
- **From each employee, when they use it:** their name and email address, the focus area they choose, and the words they type into a reset, team session or planner.
- **Nothing from your systems:** no staff list, no HR records, no payroll, no attendance, no device or location data.

Special category data

What an employee writes may touch on health or personal circumstances, so we treat it as special category data under UK GDPR and handle it with extra care. It is used once to write their guide or plan. It is never shared with you.

What the employer sees

- How many memberships you hold, how many are in use, and which email addresses have claimed one, so you can add and remove people yourself. That list is for organising memberships. It records that a membership was claimed and when, and says nothing about whether that person has used it.
- A monthly email with team totals only. Usage is shown from 3 people upwards, and the felt better figure only once there are at least 5 answers.
- Never whether a named person has used their membership, never what anyone wrote, chose or listened to, never which tools any one person used, and never a breakdown by person.

How long we keep things

WHAT	KEPT FOR
Membership record (name, email, focus, private key)	While the membership is open. Removed the morning after it ends
What someone types into a reset, team session or planner	Used once to write their guide. Not stored
Personal audio tracks	Deleted 90 days after delivery
Usage record (no name, no email, nothing written)	Deleted after 100 days
Team session check-in reminder	Deleted as soon as the 2 week check-in is sent
Emails we have sent	They stay in the member's inbox. We remove a person from our sent mail on request
Weekly backup copy of our records	Stored privately in the UK. Each copy is deleted after 30 days
Purchase records	6 years, as UK tax law requires

Safety

Every reset, team session and planner request passes an automatic check for signs that someone may need more help. If there are signs, that person is shown free, confidential helplines on the same page. In the most serious cases Build Your Inner Voice is alerted, with their email address and a one line summary from the check, but not what they wrote. The employer is never told. It is not a crisis or emergency service, and every page says so.

Who processes the data

- **Make** (automation, EU based)
- **Anthropic** (writing the content and the safety check)
- **ElevenLabs** (recording the voice)
- **Bunny.net** (audio storage and delivery, and our backup copies)
- **Railway** (mixing the audio)
- **Google** (sending email)
- **Stripe** (payments)

Some of these process data outside the UK under the standard clauses in their own terms. A current list is always available on request.

Security

- Each membership page opens with a private 24 character key. There are no passwords for anyone to lose or reuse.
- Everything is served over HTTPS.
- Access to the systems is limited to the founder, on accounts protected by two step sign in wherever the supplier offers it.
- Registered with the UK Information Commissioner's Office. Registration number on request.
- Employees can sign out of a shared device, and a fresh link can be emailed to the member at any time.

Adding and removing people

You do it yourself at buildyourinnervoice.com/manage, with your team code and the email you are billed on: see who holds a membership, free one up when somebody leaves, and change how many you hold. Freeing one up ends that membership the same day, and the record goes the next morning.

When it ends

When your membership ends, the team code closes the same day, the private pages stop opening, and the membership records are removed the following morning. Anyone who wants to carry on can take a personal membership, which has nothing to do with you.

Requests and questions

Every employee can do both themselves, from their own membership page, under **Your account**. See **everything we hold about you** emails them the full record within a minute. **Delete everything** emails a one tap confirmation, and once they confirm, their membership record, their place on your team, their follow up reminders and any quiz entry are all removed immediately and their place comes free for someone else. Their details leave our backup copies within 30 days. They can also just reply to any email from us, and we answer within 30 days. Build Your Inner Voice is the trading name of Sylvia Eboigbe, First Floor, Swan Buildings, 20 Swan Street, Manchester, M4 5JW. Email hello@buildyourinnervoice.com.