BRAKE YOUR LIMIT

PRIVACY POLICY | VERSION 2.6

Effective date: November 12, 2026
Contact: privacy@brakeyourlimit.com

1. Purpose and scope

This privacy policy explains how Brake Your Limit handles personal information. Brake Your Limit is operated by Ian Brake, who is the controller for the personal information described in this policy.

This policy applies to brakeyourlimit.com, Decision Lab, Decision Councils, Strategy Chamber, Play This Out, workshops, speaking engagements, coaching and consulting inquiries, assessments, downloadable resources, experience records, community participation, email communications, and related services.

This policy explains what is collected, why it is used, who helps process it, how long it is kept, and the choices and rights available to you.

2. Information we may collect

We collect information you provide directly, information needed to deliver a service, and limited technical information produced when you use the website.

Identity and contact information: name, email address, organization, role, Skool member name, participant reference, and contact preferences.

Service and membership information: membership level, workshop or event context, inquiries, bookings, participation records, and communications.

Pseudonymous participation: For a decision or observation under a member-owned pseudonym, send Ian the profile link, a brief description of the request and, if relevant, a discussion link or deadline. Do not send passwords, login codes or the full sensitive story. We may record the decision on your request and whether participation is ongoing or limited by time or purpose.

Podcast guest and editorial information: guest suggestions and applications; contact details; biography and pronunciation; story ideas, timelines, source material, links, and prior coverage; topics that are private or require care; recording, accessibility, and scheduling needs; and information provided during research, production, release, and follow-up.

Decision and experience information: decisions, reflections, outcomes, assumptions, observations, decision context, Decision Tax categories, clarity ratings, environmental conditions, learning, and links you choose to provide to related Brake Your Limit Skool posts.

Clock Decision information: display title, decision type, deadline, requested input, status, discussion and outcome links, uncertainty, waiting costs, update notes, and the member name supplied for administration.

Choice and consent information: the consent version and timestamp; optional personal check-in, de-identified research, de-identified quotation, Decision Autopsy contact, and attributed case-study contact choices; requested reminder dates and email; and Decision Lab Signal confirmation, interests, preferences, and unsubscribe status.

Browser storage: necessary access cookies, an analytics choice, temporary form drafts, and short-lived handoff or interface state stored in your browser.

Technical information: information normally supplied by a browser or hosting service, such as IP address, device or browser information, request time, referring page, security events, and basic site-use information where enabled.

Please do not submit confidential information about another person unless you are authorized to do so. Avoid including names or details that are not necessary for the reflection.

3. Sensitive information and urgent situations

Decision Lab tools do not ask participants to provide diagnoses or other sensitive personal information. Free-text answers can nevertheless reveal health, racial or ethnic origin, political opinions, religious or philosophical beliefs, trade-union membership, genetic or biometric information, sex life, or sexual orientation. Include only what is genuinely needed and avoid information about another person.

Please leave identifiable special-category details out of routine requests, posts, replies and tool entries. You can ask about a decision, such as arranging time off, without explaining a diagnosis. A pseudonym does not make these details anonymous. If such information is shared unexpectedly, we limit its visibility where we can, avoid copying it into the approval record, and may ask for a generalized version.

Brake Your Limit does not use Decision Lab entries to diagnose people, infer protected traits, predict dangerousness, or make automated decisions with legal or similarly significant effects. Where special-category information is knowingly processed, it is limited to a valid purpose and an applicable legal condition, such as explicit permission for an optional use, protection of vital interests in a genuine emergency where consent cannot be given, or establishment, exercise, or defence of legal claims.

Decision Lab is not an emergency channel and entries, posts, and email replies are not continuously monitored for emergencies. If you or someone else cannot stay safe, contact the local emergency service or go to the nearest emergency department. Do not wait for a Decision Lab response.

4. How and why we use information

We use information to provide and administer services; respond to inquiries; support members and participants; create requested records and outputs; understand whether experiences are useful; improve decision methods and learning environments; maintain security; meet legal obligations; and communicate where requested.

Our lawful bases may include performance of a contract or steps requested before entering one; legitimate interests in operating, securing, evaluating, and improving Brake Your Limit; consent where a specific optional use is offered; and compliance with legal obligations.

Where we rely on legitimate interests, we consider the purpose, necessity, and effect on the individual. Optional publication and research permissions are not required to receive the underlying experience.

We use ordinary request and approval information for our legitimate interests in managing community access, following up on reports and protecting participants. We need the profile link to apply the approval to the right person; we do not need their sensitive story. Approval is not consent to publish their identity or reuse their story.

Necessary access cookies keep protected member and invited pages available after a valid code is supplied. Session storage carries short-lived interface and Radar handoff state. Local storage may retain an unfinished Experience draft on the device and records the analytics choice. The site does not use these necessary items for advertising, and the analytics service loads only after an affirmative choice. You can change that choice through Analytics settings in the website footer or clear browser storage using your browser controls; submitting an Experience removes its saved draft.

Member Home records the agreement version, acknowledgment time and a random browser receipt identifier. The cookie lasts seven days; records are kept for up to 90 days and deleted on later acknowledgments. Records

contain no chat text, email address or IP address. Shared access codes do not identify individuals; these receipts do not prove individual Skool purchase or checkout acceptance.

The Decision Tax assessment is provided by Tally. Its embedded service opens after a deliberate visitor action, such as selecting the assessment link or start button. The browser then connects to Tally, which may receive ordinary technical information and handles assessment information under its own privacy terms.

5. Decision Lab Experience Records

The Experience Record helps a participant close a decision cycle or capture what became visible through a Brake Your Limit experience. A private reflection is not permission to publish it.

Decision Lab records use confirmed website member access or the applicable access code. A linked Radar entry confirms access for its outcome record. Decision Council and Strategy Chamber records use the applicable access code. Enter the profile name shown on the original Skool post where requested, including a member-owned pseudonym. Workshop, speaking-session, and other invited records use an event code. Access codes are checked by the website but are not written to the experience spreadsheet.

The linked Radar outcome flow is only for a decision already represented by an eligible Brake Your Limit Skool post, including a usual Skool profile or a member-owned pseudonymous profile approved for participation by Ian. The Lab does not assign, lend, or share accounts; members write their own posts and replies. A pseudonym does not guarantee that shared wording or circumstances cannot identify someone. Decisions intentionally kept confidential or outside Skool must not be entered into this digital flow.

The participant reviews and saves the Experience Record first. Saving closes the matching Radar decision, if any, and includes an eligible linked outcome in the protected Outcome Library. The participant can then copy the outcome into the original Skool post and move that post to Outcomes. The website does not publish the Skool comment or move the post automatically.

5A. Decision Discovery AI reflection

Decision Discovery uses AI to support reflection. You can also post directly in the Skool community.

When you accept the Decision Discovery processing notice and send a message, the website sends that message, the current conversation and relevant facilitation materials to OpenAI to generate a reflection. Responses can be mistaken and do not replace human judgment, community discussion or professional support. Nothing is posted to Skool, Radar, Signal, research records or email automatically.

A separate secure cookie identifies this browser's private reflection. Conversations are held in the website's managed database. Server access expires after 24 hours, and expired records are deleted on subsequent Decision Discovery writes. An already-open page may still display a copy until you leave or clear it. Unsent messages stay in that page's memory and are not saved as a conversation until sent; copy them before leaving. 'Delete conversation' removes the website's current conversation. Other tabs or people using the same browser may access the same session. Shared member access codes do not identify individual people or verify paid membership.

A separate secure browser allowance cookie lasts up to 90 days. It applies pilot limits across conversations in the same browser; deleting a conversation does not reset those limits. It does not identify a person or follow them between devices. Usage-control records contain request identifiers, hashed session and browser allowance identifiers, timestamps and reserved spending allowances, rather than conversation text. Records older than 35 days are removed on subsequent use. OpenAI receives content for processing; its API data is not used for training by default unless sharing is enabled. Processing and abuse-monitoring records may normally be retained for up to 30 days, subject to its policies and exceptions. Clearing this website's conversation does not erase provider processing records or copies you made. See OpenAI's data controls.

Keep identifying details and highly sensitive information out of reflection. Contact privacy@brakeyourlimit.com with questions.

6. Core operations, optional choices, email, and reminders

Saving an Experience Record, closing its linked Radar decision where applicable, and including an eligible linked outcome in the protected Outcome Library are core service operations rather than consent checkboxes.

Optional choices are separate and unchecked: personal check-in, de-identified aggregate research, de-identified quotation, contact about a Decision Autopsy, and contact about an attributed case study. Decision Autopsy and case-study choices permit contact only and are not publication consent. A later specific agreement is required before attributed publication.

The Decision Lab Signal uses confirmed subscription. It may process an email address, selected interests, subscription preferences, delivery information, and limited engagement information where enabled. It may continue after a trial or membership ends until you change preferences or unsubscribe. Every Signal includes a preference and unsubscribe route.

Member-originated Signal cards are reviewed in the private Ops panel before distribution. Ian can exclude a card and must approve the edition before sending. Removing direct identity fields does not guarantee anonymity. Contact privacy@brakeyourlimit.com to object or request correction or withdrawal from future Signal use. Requests are reviewed before further distribution; emails already delivered cannot reliably be recalled.

Signal may contain Brake Your Limit editorial discoveries, investigations, ideas and invitations, as well as selected Radar decisions and linked outcomes. The broader editorial content does not expand permission to reuse member contributions. It may include a decision or outcome title, decision type, status, deadline, requested perspective, transferable insight, and a gated discussion link. It does not include the member's profile name or pseudonym, email address, private Experience Record answers, administrative information, or complete Skool discussion. The shared wording comes from member activity and reflects members' experiences and views.

Keep titles and summaries free of identifying details. Signal subscribers can include people outside the Lab. The discussion link is gated, but subscribers can read the email summary without opening the link.

A requested reminder records the selected date and email. An email is scheduled only when the protected reminder service is explicitly enabled with a current restricted provider key. A reminder email may include a secure, time-limited link that lets you request one further reminder seven days later. Opening the link does not schedule anything; confirming the request schedules one email and no automatic series. A pending reminder record is not a promise that an email has been scheduled. You may decline every optional choice and still receive the underlying service.

7. Live Radar and Outcome Library

Decision Radar is a private member attention system for active Clock Decisions. It displays the minimum community information needed to direct attention while time remains part of the decision.

Each decision has a stable internal identifier persisted in the operational Google record. Finalising a decision binds that identifier to its community URL and uses a retry-safe key so a repeated request cannot create duplicate Experience, Radar, or library records.

The member-facing Radar may show a display title, decision type, deadline, requested input or current note, status, and community link. The protected Outcome Library may show origin experience, conclusion status, decision context, Ring or pattern, environment, date, transferable insight, community link, and whether the original post used a usual profile or a pseudonym. Selected Radar display fields and linked outcome insights may also appear in Decision Lab Signal as described above.

Ian handles approvals. Only Ian and designated moderators who need the information for access, moderation, privacy requests or safety may see the restricted approval record. The connection between the requester and the profile is not published in the community, Radar, the Outcome Library or Signal. Members post and reply

themselves. A pseudonym does not make website-tool submissions anonymous.

The website checks a Decision Lab access code before retrieving Radar information. Access codes are invitation controls rather than proof of identity. Members should avoid including confidential names or identifying information in display titles and current notes.

Google Forms, Google Sheets, and Google Apps Script provide the underlying submission, update, storage, calculation, and protected transfer infrastructure.

8. Storage and service providers

Brake Your Limit uses selected providers to operate its website and services. Depending on the activity, these may include OpenAI Sites and Cloudflare for website hosting, delivery, and security; Google Workspace, Google Sheets, and Google Apps Script for protected operational records; Google Analytics for consented site measurement; Google Fonts for website typography; Skool for the community and membership environment; Tally for assessments; Resend for website email delivery; WhatsApp, provided by Meta, when a VIP client chooses it for between-session communication; and professional advisers or contractors where reasonably necessary.

The website sends Experience and finalization requests to a protected Google Apps Script receiver. The receiver checks a server-held secret, uses a script lock, validates the stable Radar ID and canonical community URL, and records idempotency before returning a permanent record ID. The public form has no function for reading the unrestricted sheet.

Resend may process an explicitly requested reminder email after the reminder service is activated. The sender is reminders@brakeyourlimit.com and replies are directed to ian@brakeyourlimit.com. Provider idempotency and the operational reminder record reduce duplicate scheduling.

A VIP client may choose WhatsApp for brief between-session communication. WhatsApp and Meta process account, message, device, and technical information under their own terms and privacy notices and may process information outside the United Kingdom. Clients may instead agree to use email or Skool direct message where appropriate. Do not use any of these channels for emergencies or unnecessarily sensitive information.

Service providers process information under their own security and contractual arrangements. Information is shared only to the extent reasonably necessary for the relevant purpose.

9. Play This Out guest and editorial records

A public guest suggestion or application starts an editorial review. It does not guarantee an invitation, recording, publication, or release date.

Invited guests may receive a private research link protected by a rotatable invitation code. The page is excluded from the sitemap, search indexing, public caching, and automated quotation. The invitation code is an access control rather than an authenticated account and should not be forwarded.

Research answers help prepare the conversation, verify facts, understand boundaries, arrange accessibility or recording needs, and make an editorial decision. Brake Your Limit may retain relevant correspondence, research notes, source links, recordings, transcripts, release documentation, and production files where needed to develop, publish, administer, evidence, or archive the program.

Completing guest research is not permission to publish every detail supplied. Recording, quotation, attribution, and publication arrangements are handled separately. Guests should not submit confidential information about another person unless they are authorized to do so.

Podcast and guest-production questions may be sent to podcast@brakeyourlimit.com. Privacy requests may be sent to privacy@brakeyourlimit.com.

10. International processing

Some providers may process information outside the United Kingdom. Where UK data-protection law requires safeguards, we rely on an applicable adequacy regulation, approved contractual safeguards such as the UK International Data Transfer Agreement or UK Addendum, or another lawful transfer mechanism. You may ask for more information about the relevant safeguard by contacting us.

11. Retention

We keep personal information only for as long as it is reasonably needed for the purpose collected, to maintain appropriate business and legal records, to resolve disputes, or to meet legal obligations.

Experience records linked to an identifiable participant are kept while the participant reasonably expects the record or service to remain available. After three years without relevant activity, they are reviewed and deleted or de-identified unless the participant requests continued retention or another legal, safeguarding, dispute, or active-service need applies. Contact and case-development permissions are retained until completed, withdrawn, or no longer relevant.

Active Clock Decision records are kept while the decision is open and ordinarily for 24 months after outcome or closure to preserve update and outcome history, then deleted or de-identified unless an unresolved issue, member-facing record, or legal hold requires continued retention. Eligible outcomes may remain in the protected Outcome Library subject to periodic review, membership needs, legal obligations, and applicable rights.

We keep the minimum profile approval record while access is active and ordinarily for 12 months after access ends. Closing a discussion does not end access or start that period. For declined or withdrawn requests without an incident, we ordinarily delete our working records within 90 days of closure. We do not retain a full sensitive narrative as part of the approval record. Where a report, dispute, safeguarding matter or legal hold requires information for longer, we retain only what is needed under the incident or hold process. Ending access does not automatically erase posts, related outcomes or emails already sent.

Reminder requests and delivery logs are ordinarily kept for 90 days after the final reminder or completion, except the minimum record needed to respect a choice or resolve a delivery issue. Unsent Signal drafts are ordinarily deleted within 30 days. Sent Signal content, approval, and delivery records are ordinarily kept for 24 months. Signal consent evidence may be kept while subscribed and for up to six years after the last reliance on that consent; the minimum suppression record may be kept as long as needed to honour an opt-out.

General inquiries that do not lead to an active service are ordinarily deleted or anonymized within 24 months after the last relevant contact. Unsuccessful guest suggestions and preliminary podcast inquiries follow the same ordinary period. Where an episode is recorded or published, relevant editorial, rights, production, transcript, correspondence, and source records may be retained for the life of the program and afterward where reasonably needed for archive, attribution, contractual, evidential, or legal purposes.

Financial, contractual, and tax records may be retained for up to six years or another period required by law. Information that has been irreversibly anonymized may be retained for research, trend analysis, and method development because it no longer identifies an individual.

12. Security and access

We use proportionate organizational and technical controls, including protected server variables, access codes, input validation, restricted spreadsheet access, payload limits, anti-automation measures, and separation of contact and anonymous-research views.

No online system can be guaranteed completely secure. Access codes are invitation controls, not proof of identity. Do not share private membership or event links publicly. If you believe information or a code has been exposed, contact us promptly.

13. Your rights

Depending on the circumstances and lawful basis, you may have rights to be informed; request access; request correction; request erasure; restrict processing; object to processing; request data portability; withdraw consent; and complain to the Information Commissioner's Office.

The right to object applies particularly where processing is based on legitimate interests or relates to direct marketing. To exercise a right, email privacy@brakeyourlimit.com. We may need enough information to confirm identity and locate the relevant record.

You can contact the Information Commissioner's Office at ico.org.uk if you are dissatisfied with how your information has been handled. We would appreciate the opportunity to address the concern first.

14. Automated decisions, children, and external links

Brake Your Limit does not use Experience Records to make solely automated decisions that produce legal or similarly significant effects. Scores and classifications are reflective tools, not medical, legal, financial, employment, or psychological determinations.

The services are intended for adults and are not knowingly directed to children. The website may link to third-party services whose privacy practices are governed by their own notices.

15. Changes and contact

We may update this policy when services, providers, or legal requirements change. The current version and effective date will be published on brakeyourlimit.com/privacy. Material changes will be highlighted where appropriate.

Privacy questions, requests, corrections, objections, withdrawals, and deletion requests may be sent to:
Ian Brake / Brake Your Limit
Email: privacy@brakeyourlimit.com
Website: https://www.brakeyourlimit.com/privacy