

BRAKE YOUR LIMIT

Privacy Policy

How personal information is handled across Brake Your Limit, Decision Lab, Decision Councils and Strategy Chamber.

PRIVACY SUPPORTS JUDGMENT Collect less. Expose less. Retain less.

EFFECTIVE 20 JULY 2026

THE PURPOSE

Privacy Supports Judgment

People think more clearly when they understand how their information is handled.

Brake Your Limit exists to help people make better decisions through structured examination, thoughtful learning and professionally governed decision environments. Trust is fundamental to that purpose.

Wherever reasonably possible, Brake Your Limit seeks to collect less information, retain less information and expose less information while still providing safe, reliable and effective services.

This Privacy Policy explains how Brake Your Limit collects, uses, stores, shares and protects personal information across its website, products and services.

IDENTITY

Who We Are

Brake Your Limit is the trading name of **Ian Brake**, a sole trader operating in England.

Throughout this Privacy Policy, “**Brake Your Limit**”, “**we**”, “**our**” and “**us**” refer to Ian Brake trading as Brake Your Limit.

CONTACT	Ian Brake
EMAIL	ian@brakeyourlimit.com
WEBSITE	https://brakeyourlimit.com

SCOPE

Services Covered by This Policy

This Privacy Policy applies to information collected through:

- BrakeYourLimit.com
- Decision Lab
- Decision Councils
- Strategy Chamber
- Memberships
- Community participation
- Coaching enquiries
- Downloadable resources
- Email communications
- Future Brake Your Limit products and services unless a separate Privacy Policy is published.

COLLECTION

The Information We Collect

We collect only information that is reasonably necessary to provide our services.

Depending upon how you interact with Brake Your Limit, this may include:

Identity Information

- Name

- Email address
- Username
- Country
- Time zone
- Membership status

Account Information

- Community profile
- Membership details
- Purchase history
- Course enrolment
- Community participation

Communications

- Emails
- Messages
- Support enquiries
- Feedback
- Survey responses

Technical Information

When you visit our website, certain technical information may be collected automatically, such as your browser type, device information, IP address and basic website usage information.

As Brake Your Limit develops, we may introduce analytics or similar technologies to better understand website performance. Where required by law, appropriate notice and any necessary consent will be provided before non-essential technologies are used.

PROVISION

Information Required to Provide Services

Certain information, such as your name, email address, account details and membership or transaction information, may be required to establish or administer a membership, purchase or service. Payment card details are processed by the applicable payment provider and are not ordinarily received or stored directly by Brake Your Limit.

If you do not provide information that is necessary for a particular service, Brake Your Limit may be unable to provide or continue that service.

PARTICIPATION

Information You Choose to Share

Many Brake Your Limit services are built around voluntary participation.

You may choose to share information when:

- posting within Decision Lab
- commenting on discussions
- submitting anonymous posts
- participating in Decision Councils

- participating in Strategy Chamber
- contacting us directly

You remain responsible for deciding what information you disclose.

Information shared voluntarily may include personal or sensitive matters. Members should avoid disclosing special-category personal information or information about another identifiable person unless it is genuinely necessary, appropriate and lawful to do so. Brake Your Limit does not require members to disclose sensitive personal information as a condition of ordinary community participation.

Where practical, members are encouraged to remove unnecessary identifying details and share only information reasonably required for thoughtful discussion. This reflects the information-minimisation principles used throughout Decision Lab's governance documents.

USE

How We Use Your Information

We use personal information only where there is a legitimate purpose.

Examples include:

- providing memberships
- delivering products and services
- processing payments
- communicating with members
- responding to enquiries
- improving our services
- maintaining community safety
- investigating suspected breaches
- complying with legal obligations

CLEAR COMMITMENT We do not sell personal information.

Brake Your Limit does not use personal information for third-party advertising.

LAWFULNESS

Our Legal Basis for Processing

Brake Your Limit processes personal information only where there is an appropriate legal basis. Depending on the purpose, we may rely on:

- **Contract**, where processing is necessary to provide a membership, product, service or other arrangement you have requested;
- **Legitimate interests**, including operating and improving our services, communicating with members, maintaining community safety, preventing misuse and protecting Brake Your Limit and its members;
- **Consent**, where you have freely chosen to provide consent for a particular use and may withdraw it; or
- **Legal obligation**, where processing is necessary to comply with applicable law.

Where we rely on legitimate interests, we consider whether those interests are proportionate and whether your rights and freedoms override them.

PROVIDERS

Sharing Information

Brake Your Limit does not sell your personal information.

We may share limited information with trusted third-party service providers where reasonably necessary to operate our services.

These may include:

- Skool (community platform)
- Stripe (payment processing)
- Website hosting providers
- Other service providers introduced in future to support Brake Your Limit

These providers process information in connection with the services they provide and are also subject to their own privacy terms and legal obligations.

Third-party providers receive only the information reasonably necessary to perform their services on behalf of Brake Your Limit.

COMMUNITY

Decision Lab

Decision Lab is a community designed for thoughtful discussion.

Information intentionally shared within the community may be visible to authorised members according to the permissions of the community platform.

Anonymous posting helps reduce unnecessary exposure within the community experience but does not remove accountability within authorised Brake Your Limit operations.

Moderators may access identity information where reasonably necessary to administer the community, investigate misuse or enforce community standards.

PREMIUM

Decision Councils

Decision Councils are professionally facilitated private decision environments.

Participation is subject to additional confidentiality standards designed to support careful examination of consequential decisions while preserving ownership with the Decision Owner.

Participants remain responsible for ensuring they are authorised to disclose any information they choose to share.

Brake Your Limit supports confidentiality through governance, moderation and participant agreements. However, Brake Your Limit cannot guarantee the conduct of another participant or absolute confidentiality.

Additional confidentiality requirements are described in the Decision Council Charter, Operating Standards, Confidentiality & Recording Policy and Participation Agreement.

VIP

Strategy Chamber

Strategy Chamber is a private strategic service.

Information shared during Strategy Chamber engagements is used solely for providing the agreed services unless otherwise required by law or expressly authorized by the participant.

Working notes are limited to what is reasonably necessary for the engagement.

GOVERNANCE

Moderation

Authorised moderators may access information only where reasonably necessary to:

- protect members;
- investigate reports;
- enforce community standards;
- respond to safety concerns;
- maintain institutional integrity.

Moderators are expected to minimise unnecessary collection, exposure and retention of personal information.

WEBSITE

Cookies

Our website may use cookies or similar technologies that are necessary for the operation of the website.

As Brake Your Limit develops, additional cookies or analytics technologies may be introduced to improve website performance and user experience.

Where required by law, appropriate notice and any necessary consent will be obtained before non-essential cookies are used.

If non-essential cookies are introduced in future, this Policy will be updated accordingly.

LIFECYCLE

Information Retention

Brake Your Limit retains personal information only for as long as reasonably necessary to:

- provide services;
- maintain memberships;
- meet legal obligations;
- investigate incidents;
- protect community safety;
- resolve disputes.

When information is no longer required, we seek to delete or anonymise it where reasonably practicable.

PROTECTION

Information Security

Brake Your Limit uses reasonable administrative, technical and organisational measures intended to protect personal information against unauthorised access, disclosure, alteration or destruction.

Practical limit: No internet-based service can guarantee absolute security.

CONTROL

Your Rights

Depending upon your jurisdiction, you may have rights to:

- access your personal information;
- correct inaccurate information;
- request deletion;

- restrict processing;
- object to certain processing;
- request the transfer of certain information to you or another organisation where the right to data portability applies;
- withdraw consent at any time, where consent is the legal basis for processing, by contacting ian@brakeyourlimit.com; and
- lodge a complaint with the appropriate supervisory authority.

Your right to object

Where Brake Your Limit relies on legitimate interests, you may object to that processing by contacting ian@brakeyourlimit.com. We will consider your objection in accordance with applicable data-protection law.

If you have concerns about how Brake Your Limit handles your personal information, please contact us first so that we have an opportunity to address them.

You also have the right to make a complaint to the **Information Commissioner's Office**, the United Kingdom's data protection regulator, through ico.org.uk or by telephone on **0303 123 1113**.

LOCATION

International Transfers

Some service providers used by Brake Your Limit may process information outside your country of residence.

Where personal information is transferred internationally, Brake Your Limit relies on applicable adequacy regulations, contractual safeguards or other lawful transfer mechanisms made available by the relevant service provider, where required to protect your personal information. You may contact ian@brakeyourlimit.com to request further information about the safeguards relevant to your personal information.

ELIGIBILITY

Children

Brake Your Limit services are intended for adults and are not directed toward children.

MAINTENANCE

Changes to This Policy

Brake Your Limit may update this Privacy Policy from time to time.

The current version will always be published through Brake Your Limit.

Where changes materially affect members, reasonable notice will be provided where appropriate.

PRINCIPLE

Our Privacy Philosophy

Privacy supports thoughtful decision-making.

Brake Your Limit is designed to collect only the information reasonably necessary to provide safe, reliable and effective services while minimizing unnecessary collection, exposure and retention of personal information wherever reasonably possible.

CONTACT

Contact

Brake Your Limit | Operated by Ian Brake

EMAIL ian@brakeyourlimit.com **WEBSITE** <https://brakeyourlimit.com>

Questions about this Privacy Policy are welcome.