MENTAL ROOTS

Privacy Notice

Last updated: October 2026
Version: 1.0
For: Parents and carers, young people, adult learners, schools and organisations, and anyone who visits mentalroots.org or uses the Mental Roots online course, community or social media
Companion documents: Data Protection & GDPR Policy (internal); Safeguarding & Child Protection Policy; Photography, Filming & Image Consent Policy; Complaints & Feedback Policy

Our Commitment to Your Privacy

At Mental Roots, we are committed to protecting and respecting your privacy.

This notice explains when and why we collect personal information about the people we work with and the people who visit our website, how we use it, when we may share it with others, and how we keep it secure.

We may update this notice from time to time. When we do, we will post the new version here with a new date at the top, and where a change significantly affects how we use your information we will tell the people whose email addresses we hold.

If you have any questions about this notice or our privacy practices, email mentalrootspod@gmail.com. If you would rather speak to us by phone or write to us by post, email and we will arrange this.

Who We Are

Mental Roots is a UK-based animation education and wellbeing brand that teaches young people aged 11–25 to create 2D animation as a way of supporting self-expression, mental wellbeing and career development. We run in-person workshops in schools and community venues, Animation Social sessions for adults, and an online course and community.

Mental Roots is run by Nathan Addai, who is currently a sole trader. Nathan is the “data controller”, which means he is responsible for deciding how your personal information is used and for keeping it safe. If Mental Roots later becomes a limited company, we will update this notice to name the new company.

How Do We Collect Information From You?

We obtain information about you when you:

- contact us by email or through our website, or ask about a booking;
- book a workshop for a school or organisation;

- create an account, buy a module or join our community on Future Skills Hub, the platform that hosts our online course;
- sign up for a live masterclass or an Animation Social session;
- take part in our social media, including comments on TikTok or Instagram and our TikTok Live sessions;
- give us feedback, a compliment or a complaint; or
- visit our website, which may record basic technical information such as your IP address (see “Use of cookies” below).

We also receive information from schools and organisations that host our workshops, such as the booking contact's details and the size of the group.

What Type of Information Is Collected From You?

If you are...	The information we collect
A parent or carer of someone under 18	Your name and email address, and your child's name and approximate age, so we can set up and manage an account for them. We do not collect your child's own email address or phone number.
A learner aged 18 or over	Your name and email address, and your phone number if you give one through Future Skills Hub
A school or organisation contact	Your name, organisation and contact details, and booking details such as dates and group size
Anyone who contacts us	The contents of your message and your contact details
Anyone who visits our website	Basic technical information, such as your IP address, which our website provider may record automatically to keep the site running and secure

If you buy something from us, your card details are not held by us. They are collected and processed by Future Skills Hub and its payment provider, who specialise in the secure capture of card payments. We keep a record that a payment was made, but not your full card number.

We do not ask for health, ethnicity or other sensitive information. A host school may sometimes tell us about a participant's access needs so we can adapt a session. We use that only for that session and do not add it to our records.

If a safeguarding concern arises, we may need to keep a record of it. These records are kept securely and separately from our other records, as set out in our Safeguarding Policy.

Use of Cookies

Cookies are small files that a website can store on your device, often to track how people use it. We have not enabled analytics, advertising or other tracking cookies on our website, and we do not ask you to accept cookies.

Our website is built on Wix. Wix sets a small number of strictly necessary cookies to keep the site running and secure, including session and security cookies. These do not need your consent. You can find more information in Wix's cookie policy.

If we ever add analytics or other non-essential cookies, we will update this notice first and ask for your consent through a cookie banner before they are set.

Some platforms we link to, such as Future Skills Hub, TikTok, Instagram and YouTube, are separate from our website and use their own cookies under their own policies.

How Is Your Information Used?

We may use your information to:

- respond to your enquiries and booking requests;
- deliver our workshops, Animation Social sessions, online course and community, including setting up and managing accounts for under-18s through their parent or carer;
- process payments and keep the financial records we are legally required to keep;
- carry out our obligations under any booking or contract between you and us;
- send you community updates and information about workshops, courses and sessions, where you have agreed to receive them;
- ask for your views on our services and deal with compliments, comments and complaints;
- tell you about changes to our services, such as a change to a session;
- respond to a safeguarding concern and keep people safe;
- deal with insurance matters and meet our legal obligations; and
- write reports and funding applications, using combined and anonymised information (such as the number of participants or overall feedback) that does not identify anyone.

The law requires us to have a lawful reason for each of these. In plain terms, ours are:

What we use your information for	Our lawful reason
Delivering workshops, the course and the community, and managing bookings and accounts	Contract: we need it to provide what you have booked or bought
Sending community updates or marketing emails	Consent: you choose to receive them and can stop at any time
Keeping financial and accounting records	Legal obligation, for example HMRC record-keeping
Safeguarding concerns and records	Legal obligation and protecting someone's vital interests. Where sensitive information is involved, the substantial public interest in safeguarding children
Responding to enquiries, feedback and complaints, and running our business	Legitimate interests: we use only what is needed and consider the effect on you

How Long Do We Keep Your Information?

We review how long we keep personal information on a regular basis. We are legally required to keep some information, and we keep other information only for as long as it is needed for the activity it relates to.

Information	How long we keep it	Why

Safeguarding records	A minimum of 7 years, or until the young person turns 25, whichever is longer	Safeguarding Policy
Parent/carer and learner contact details	While you are active with us, plus 24 months of inactivity, then deleted or anonymised	Our policy
Financial records	6 years from the end of the relevant tax year	HMRC requirement
Community and marketing emails	Until you unsubscribe or withdraw consent; inactive addresses are reviewed each year	Consent
Complaint records	6 years from the date the complaint is closed, or longer if it relates to a safeguarding matter	Complaints Policy
Photo and filming consent forms	For as long as the related content is in use, plus a reasonable period afterwards	Photography Policy
Course and account data on Future Skills Hub	Under Future Skills Hub's own retention policy	Third-party platform

Who Has Access to Your Information?

We will not sell or rent your information to anyone, and we will not share it with third parties for their own marketing.

We do use some service providers to run Mental Roots. We share only the information that is necessary for them to provide their service:

Who	What they do
Future Skills Hub	Hosts our online course and community, handles accounts, and processes payments through its payment provider. Its own privacy policy also applies to information held on its platform
Google	Provides our email and Google Meet, which we use for live masterclasses. Its own privacy policy applies
TikTok and Instagram (Meta)	Host our public content and live sessions. We only see public activity such as comments, not private account details
Our insurer and professional advisers	Only where needed, for example if there is an insurance claim or for our accounts

We may also share information in these situations:

- With the school or organisation hosting a workshop, where it relates to a session or a concern about one of their pupils. For example, a safeguarding concern will be shared with their Designated Safeguarding Lead.
- Where we need to protect a child or another person, or where the law requires it, for example with the local authority, the police or the Local Authority Designated Officer. We may do this without asking for consent where that is necessary to keep someone safe.

- If Mental Roots becomes a limited company or is restructured or sold, your information may be transferred to the new company. We would take steps to make sure your privacy rights continue to be protected.

Some of the platforms above have their own privacy policies, and we encourage you to read them. We cannot be responsible for how other organisations handle information you give them directly.

Social Media, Live Sessions and Recordings

What you post or comment on TikTok or Instagram is public and is governed by those platforms' own policies. During our TikTok Live sessions we may read out or show comments and usernames, but only what the platform already makes public. We do not collect any other detail about commenters.

We will tell you before we record a live masterclass, and you can keep your camera and microphone off. Recordings of masterclasses are hosted in our online community on Future Skills Hub. If a participant's face or voice appears in a recording we plan to keep or share, we will follow our Photography, Filming & Image Consent Policy and ask for consent first.

Your Choices

You have a choice about whether you receive information from us. We will not contact you for marketing by email, phone or text unless you have given us your consent first. When we send community updates, you can unsubscribe using the link in the email, or by emailing us, and we will stop. You can change your marketing preferences at any time by emailing mentalrootspod@gmail.com.

We do not send marketing directly to under-18s. Because we hold a parent or carer's email address rather than the young person's, any updates go to the parent or carer.

Your Rights, and How to Access and Update Your Information

The accuracy of your information matters to us. You have the right to:

- be told how your information is used (this notice does that);
- ask for a copy of the information we hold about you;
- ask us to correct anything that is wrong or out of date;
- ask us to delete your information (see below);
- ask us to restrict how we use your information, or object to certain uses, including direct marketing;
- ask for your information in a portable format, where this applies;
- withdraw your consent at any time, where we rely on consent.

To use any of these rights, email mentalrootspod@gmail.com. We will normally respond within one month, and we do not usually charge. We may ask you to confirm who you are before we share anything. Because we hold a parent or carer's details for under-18s, requests about a young person's account will usually come from their parent or carer. A young person who is mature enough to understand what they are asking can also make a request, through a parent or carer or through the staff at the host school or organisation.

Right to Erasure

You can ask us to delete the personal information we hold about you, or, if you are a parent or carer, about your child. To do this, email mentalrootspod@gmail.com saying what you would like deleted. We will delete it unless we have a good reason or a legal duty to keep it, for example financial records we must keep for tax purposes, or safeguarding records. If we cannot delete something, we will explain why.

Some information is held on other platforms, such as Future Skills Hub. We will delete what we hold ourselves and, where we are able to, ask the platform to remove your information from our course and community. You may also need to contact the platform directly.

Security Precautions to Protect Your Information

When you give us personal information, we take steps to make sure it is treated securely. These include password-protected devices and accounts, two-factor authentication wherever a platform offers it, limiting access to information to those who need it, and keeping safeguarding records separately from our other records. Your payment card details are handled by our payment provider's secure systems, and we never see them.

No method of sending information over the internet is completely secure, so while we do our best to protect your information, we cannot guarantee the security of anything you send us. If you have a password for an account on Future Skills Hub, please keep it confidential and do not share it.

If there is a data breach that is likely to put your rights at risk, we will tell you and report it to the Information Commissioner's Office as the law requires.

Profiling

We do not use automated decision-making, and we do not build profiles of your interests to target you. Because our website does not use tracking or advertising cookies, we do not analyse your browsing behaviour.

Links to Other Websites

Our website and social media may link to other websites run by other organisations. This notice applies only to Mental Roots, so we encourage you to read the privacy statements on any other sites you visit. We cannot be responsible for the privacy practices of other sites, even if you reach them through a link from ours.

Children and Young People Under 18

We take extra care with the privacy of anyone under 18. Our approach is stricter than the law's minimum:

- We collect only a parent or carer's name and email address to set up and manage an account for a young person. We do not knowingly collect the email address or phone number of anyone under 18.
- When someone signs up, we make our age guidance clear: our community is suited to parents of young people under 18, and great for young people aged 18 and above.
- If you are under 18, please ask a parent or carer to sign up or contact us with you. If we find that we hold a young person's own contact details, we will delete them.
- Photos and filming of under-18s follow our Photography, Filming & Image Consent Policy, and consent always comes from a parent or carer.

> *A note for young people: your privacy matters to us. We only keep your parent or carer's email, never yours. If you want to see, change or delete anything we hold, ask your parent or carer to email us, or ask a teacher at your school. If something has worried you, you can talk to Childline on 0800 1111.*

Transferring Your Information Outside the UK

Some of the providers we use, such as Future Skills Hub, Google, TikTok and Instagram, may store or process information in countries outside the UK, which may not have the same data protection laws. We rely on the safeguards those providers put in place, such as UK adequacy decisions or standard contractual clauses, to help make sure your information remains protected. If you would like more detail, email us.

Concerns and Complaints

If you are unhappy with how we have handled your information, please tell us first so we can try to put it right. You can also complain to the Information Commissioner's Office at ico.org.uk or on 0303 123 1113. For other concerns, see our Complaints & Feedback Policy.

Review of This Notice

We keep this notice under regular review, at least once a year. This notice was last updated in October 2026.