

Membership privacy notice

1 Who is responsible

Pheon Agency Ltd, which operates The Seva Guild, is the controller for Guild membership information, ICO registration ZC242642. MemberMojo is our processor for that information: we decide what the membership form collects and how it is used and retained. MemberMojo is separately the controller for its own organisation contact, administrator and customer billing records. Contact the Guild at help@pheonagency.co.uk or Pheon Agency Ltd, 71-75 Shelton Street, Covent Garden, London, WC2H 9JQ.

2 Information we collect

We collect the applicant's name, email, membership category, acceptance record, application outcome, membership number, start and expiry dates, status and payment references. Corporate applicants provide their organisation name and representative details. We receive relevant information when you contact us.

You may choose to provide your business name, professional background, LinkedIn profile, contribution interests and joining motivation. These fields are optional for an Individual application. Please do not include health information, identity-document copies or other sensitive information in these free-text fields.

MemberMojo also processes technical and service records, such as browser and IP information, interactions, account events and email delivery information. Stripe processes payment details. We do not obtain your full card number or card security code through the Guild membership form.

3 Why we use it and our legal bases

Individual membership administration. We use the information needed to consider your request, fulfil the membership contract, manage renewal and respond to membership enquiries on the basis of contractual steps and performance.

Corporate contacts and optional profile details. We rely on legitimate interests to administer the organisation's membership, understand voluntarily supplied skills and interests, and organise appropriate Guild participation. Those interests are running the Guild and facilitating the contribution members reasonably expect. You may remove optional details or object to these uses.

Accounts and legal duties. We retain necessary payment and accounting information to comply with legal obligations. Necessary security and complaint handling relies on legitimate interests in protecting members, resolving concerns and safeguarding the service.

Optional communications. Guild news, invitations and promotional updates are sent only when you opt in. This preference is separate from required membership messages and does not authorise unrelated Pheon Agency marketing.

Applications and membership decisions are reviewed by an administrator. Automated expiry-date calculations and reminders support administration; we do not use solely automated decisions with legal or similarly significant effects to decide who may join.

Visibility and service cookies

No public member directory is included in these arrangements. Publication of profiles, photos or testimonials requires an appropriate separate permission and explanation. MemberMojo and Stripe operate their own service cookies and notices. The future Guild website's cookies and any analytics will be assessed separately before launch.

Privacy choices and retention

4 Sharing and international processing

Authorised Guild administrators and necessary providers access information for membership administration. MemberMojo stores and administers member records on our instructions under its [terms](#). Its separate controller responsibilities for organisation contact and administrator records are explained in its [privacy policy](#); enquiries about those uses go to support@membermojo.co.uk.

Stripe handles payments and receives the payer's name and email from MemberMojo to identify the payment. Necessary email providers, professional advisers or public authorities may receive information for their specific task or as required by law. MemberMojo assists us with member rights requests and notifies administrators of member-data breaches without undue delay; member requests should be sent to us.

MemberMojo reports UK-hosted membership servers and backups. Stripe operates internationally and describes its transfer safeguards, including adequacy arrangements and applicable contractual safeguards, in its privacy policy. LinkedIn participation is optional; information you post there is handled under LinkedIn's own policies and visibility choices. Joining the Guild does not automatically publish your membership profile to LinkedIn or a public directory.

5 How long we keep information

The working member profile is held in MemberMojo while membership is active, then normally for three months after expiry to allow renewal. It is then deleted without retaining a full-profile archive. MemberMojo removes rejected applications when the rejection is processed. Withdrawn applications are normally removed within three months, apart from limited records needed for an unresolved concern.

Necessary financial records are retained for six years from the end of the financial year they relate to, or longer where legally required. A limited payment and acceptance record may be retained with those records; this does not justify retaining the entire optional profile.

Limited complaint and security records are reviewed annually and kept only while necessary. Minimal unsubscribe information prevents unwanted marketing. MemberMojo keeps mailing-list emails for 14 days, database backups and application logs for 90 days, and system logs for one year. It normally retains organisation and member data for six months after a plan or trial expires; we may request earlier removal. Historical backup copies may therefore remain after a live record is deleted.

6 Your choices and rights

Optional news consent can be withdrawn through your membership preference or by emailing us. We stop those messages after withdrawal. Essential application, payment and renewal notices remain separate. Where consent is withdrawn, this does not change the lawfulness of earlier consent-based use.

Depending on the circumstances, you may request access, correction, erasure, restriction or portability, or object to legitimate-interest processing. We may need to verify your identity. Some records must be retained for legal reasons; we will explain any applicable limit. Contact help@pheonagency.co.uk. You may complain to the Information Commissioner's Office at ico.org.uk/make-a-complaint.