

dynes-insights.com

Privacy Notice

dynes-insights.com is a personal professional showcase and demonstration site. It publishes articles, frameworks, and gated tool demonstrations developed by John Dynes. This notice explains what personal data may be collected through the site, why it is used, and the rights available to individuals under UK data protection law.

1. Who is responsible for your data

dynes-insights.com is a personal website owned and operated by John Dynes. For the purposes of UK data protection law, John Dynes is the data controller for the personal data described in this notice.

Privacy enquiries may be directed to:

- john.dynes@me.com

2. What data this site may collect

Given the nature of the site, the personal data collected is limited. It may include:

- Access credentials — email address, held in the site's access control system solely to verify permission to enter gated tool areas.
- Contact and enquiry information - name, email address, and any details submitted through a contact or enquiry form.
- Tool submission data - information entered into demonstration tools by users during a session (see Section 3 for further detail).
- Technical data - IP address, browser type, device type, pages visited, and session information, collected automatically when the site is accessed.

3. Personal data submitted through tools

Several demonstration tools on this site accept structured user input for AI-assisted processing. Depending on the tool and the content entered, submissions may include names, job titles, roles, organisational context, and other information that constitutes or contains personal data.

The following applies to all tool submissions:

- Submitted data is transmitted to the Anthropic API solely to generate the requested output. It is not retained by this site beyond the purposes described below and is not used for any other purpose.
- Some tools use temporary session storage (Cloudflare KV) to maintain context within a session or across a defined session window. Session data is not retained indefinitely and is deleted when it is no longer required for the tool's function.
- Users are responsible for ensuring they have a lawful basis for any personal data relating to third parties that they choose to submit. Submissions should be limited to what is necessary for the tool's intended purpose.
- Users should not submit special category personal data (including health information, ethnicity, biometric data, or criminal offence data) unless it is expressly required by the tool and an appropriate lawful basis exists.

As the tools on this site are demonstrations, users working with live or identifiable personal data should consider whether anonymisation or pseudonymisation is appropriate before submission.

4. How personal data is used

Personal data collected through this site is used only to:

- verify and manage access to gated tool areas;
- respond to enquiries and correspondence;
- operate and maintain the website and demonstration tools;
- process tool submissions through the AI engine to generate requested outputs;
- monitor site performance and security; and
- comply with applicable legal or regulatory obligations.

Personal data is not used for advertising, sold to third parties, or shared with any third party except where necessary for site operation or required by law.

5. Lawful bases for processing

Access control: *legitimate interests* (to restrict access to gated areas to approved users).

Responding to enquiries: *legitimate interests* (to enable communication with people who choose to make contact).

Tool submissions: *legitimate interests* (to deliver the AI-assisted output requested by the user).

Site operation and security: *legitimate interests* (to maintain a functioning and secure website).

6. Cookies

This site does not currently use cookies, tracking technologies, or analytics tools. If this changes, this notice will be updated and, where consent is required under the Privacy and Electronic Communications Regulations, an appropriate consent mechanism will be put in place before any non-essential cookies are set.

7. How long data is kept

Access credential data is retained for as long as a user's approved access remains current. It is removed from the access control system when access is revoked or the site's access model changes.

Enquiry correspondence is retained for as long as reasonably necessary to manage the enquiry and any follow-up, typically no longer than 12 months in the absence of an ongoing relationship.

Tool session data held in Cloudflare KV is deleted when no longer required for the tool's function. Technical logs are retained only as long as necessary for security and diagnostic purposes.

Data is deleted or anonymised when it is no longer needed for the purpose for which it was collected.

8. Third-party service providers and international transfers

The following third-party providers are used to operate this site. Each may process limited personal data in the course of providing their service:

- Cloudflare - provides hosting infrastructure, site security, access control, and session storage (KV). Cloudflare is a US-based provider. Transfers to the United States are made on the basis of standard contractual clauses.

- Vercel - provides additional hosting infrastructure. Vercel is a US-based provider. Transfers to the United States are made on the basis of standard contractual clauses.
- Anthropic - provides the AI API used by demonstration tools to process submissions and generate outputs. Anthropic operates from Ireland (EEA) and the United States. Transfers to the EEA are covered by UK adequacy regulations. Transfers to the United States are made on the basis of standard contractual clauses.

Personal data is not sold and is not shared with any other third party except where required by law. Details of applicable transfer safeguards can be provided on request.

9. Your rights

Under the UK GDPR, individuals have the right to: request access to personal data held about them; request correction of inaccurate data; request deletion in some circumstances; object to processing based on legitimate interests; and withdraw consent where processing relies on it. To exercise any of these rights, please contact john.dynes@me.com.

10. Complaints

If you have a concern about the way personal data is being handled, please raise it directly in the first instance by contacting john.dynes@me.com. You also have the right to complain to the Information Commissioner's Office:

ico.org.uk

11. Changes to this notice

This notice will be reviewed and updated before any commercial tools or services are made available through this site to external users. It will also be updated if the infrastructure, data flows, or purposes described above change materially - including if analytics tools, additional processors, or Supabase session storage are introduced. The current notice reflects the scope of a personal demonstration and showcase site only. The effective date at the top of this document will be updated on any material change.