



The Glucose Never Lies® Ltd – Terms & Conditions of Service (2025)

The Glucose Never Lies® Ltd

36 Lea Green Lane
Wythall
Birmingham
United Kingdom

Email: john@theglucoseneverlies.com

Tel: (+44) 07495 260187

Company Registration No: 15824791

VAT: Not yet registered

Insurance Policy: CFC Underwriting Ltd / JM Glendinning – Policy 6117382 (Valid 06 Oct 2025 – 05 Oct 2026)

1. Scope of Services

The Glucose Never Lies® Ltd (“GNL”) provides professional consultancy, research collaboration, educational content creation, and media communication services within the fields of diabetes, health technology, and clinical education.

All engagements are confirmed in writing prior to commencement, outlining the agreed scope, deliverables, and timelines.

2. Fees and Payment Terms

Unless otherwise agreed in writing, professional consultancy, educational content creation, and research support services are billed at a standard rate of **£200 per hour** (or **£1,400 per day**).

Fees are subject to written agreement for each project based on scope and complexity. Invoices are payable within **45 days** of the invoice date. Payments should be made to the official HSBC UK account of The Glucose Never Lies Ltd, as detailed on each invoice. Late payments may, at GNL’s discretion, incur statutory interest under the UK Late Payment of Commercial Debts (Interest) Act 1998.

3. Intellectual Property

All materials, resources, media, and written works produced by GNL remain the intellectual property of The Glucose Never Lies® Ltd until payment is received in full.



Upon receipt of full payment, clients are granted non-exclusive rights to use the deliverables for their agreed purpose only.

For co-branded educational outputs, attribution will include both The Glucose Never Lies® Ltd and the client organisation, as agreed in writing

4. Confidentiality

Both GNL and the client agree to maintain strict confidentiality regarding all proprietary, personal, or project-related information obtained during the course of collaboration. Confidential information will not be disclosed to third parties without prior written consent.

5. Liability and Professional Standards

GNL operates with due professional care, accuracy, and integrity. However, no guarantee or warranty is made that any outcome or result will be achieved.

GNL shall not be liable for any indirect, consequential, or financial losses arising from the use or interpretation of its materials, data, or advice.

Professional indemnity insurance is held under Policy No. **6117382 (CFC Underwriting Ltd / JM Glendinning)** for the period **06 Oct 2025 – 05 Oct 2026**.

6. Cancellation and Termination

Either party may terminate an agreement with written notice. Fees are payable for all work completed up to the date of termination.

Where cancellation occurs after significant progress or near completion, GNL reserves the right to invoice for the agreed proportion of the project fee.

7. Governing Law

These Terms and Conditions are governed by the laws of **England and Wales**.

Any disputes shall be subject to the exclusive jurisdiction of the English courts.

Project Agreement Summary



This agreement confirms acceptance of **The Glucose Never Lies® Ltd Terms & Conditions of Service (2025)**.

Project Title: _____

Client Organisation: _____

Contact Person: _____

Fee / Rate Agreed: _____

Start Date: _____

End Date: _____

Signed for and on behalf of The Glucose Never Lies® Ltd:

Name: **John Pemberton**

Title: **Director**

Date: _____

Signed for and on behalf of the Client:

Name: _____

Title: _____

Date: _____

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Prepared by **John Pemberton**, Director, supported by AI assistant ('Chad').



The Glucose Never Lies® Ltd

GDPR & Data Protection Statement (2025)

Company: The Glucose Never Lies® Ltd

Registered Office: 36 Lea Green Lane, Wythall, Birmingham, United Kingdom

Company Registration No: 15824791

Email: john@theglucoseneverlies.com

Policy Version: 1.0

Reviewed: October 2025

1. Purpose and Scope

This policy outlines how *The Glucose Never Lies® Ltd* (“the Company”) manages and protects personal data in accordance with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

It applies to all data collected, processed, or stored through the Company’s operations — including consultancy, educational projects, podcast production, client communication, and digital platform activities.

2. Data Controller and Responsibility

The Company acts as the **Data Controller** for all personal data processed in relation to its educational, consultancy, and media services.

The appointed Data Controller is:

John Pemberton, Founder and Director

Email: **john@theglucoseneverlies.com**

All staff, contractors, and collaborators working under the GNL brand are required to comply with this policy.

3. Lawful Basis for Processing

Data is collected and processed under the following lawful bases defined by Article 6 of the UK GDPR:

- **Contractual necessity:** to deliver agreed consultancy, podcast, and educational services.



- **Legitimate business interest:** to maintain professional communications, manage projects, and deliver educational outputs.
- **Consent:** for optional communications, such as newsletter subscriptions or marketing updates.

No automated decision-making is carried out on personal data.

4. Data Types Collected

The Company may collect and store the following categories of personal data:

- Contact information (e.g. name, role, institution, email, phone).
- Professional details (e.g. qualifications, affiliations, and areas of expertise).
- Communication history (emails, messages, and collaborative notes).
- Audio and visual data (for podcast recordings or video production).
- Financial details (for invoicing and payment processing).

Sensitive or special category data (such as health information) will **never** be processed without explicit, informed consent.

5. Data Storage and Security

All data is stored securely using encrypted cloud systems and password-protected devices. Access is restricted to authorised personnel only.

Data handling processes are fully compliant with the data protection requirements outlined in the Company's **Professional Indemnity Insurance policy** (CFC Underwriting Ltd / JM Glendinning – Policy 6117382).

Backups are maintained securely, and data transfers are encrypted end-to-end. Where external collaborators are used, appropriate **Data Processing Agreements** are in place.

6. Use of AI and Digital Tools

Where AI-supported tools are used for administrative or educational purposes, no personal or identifying information is transferred to, or processed by, third-party systems without explicit consent.



AI systems are used strictly to enhance workflow efficiency and are not employed for any automated profiling or decision-making about individuals.

7. Data Retention

Personal data is retained only for as long as necessary to fulfil the purpose for which it was collected.

- Client and project data are typically retained for **7 years** in accordance with HMRC and professional record-keeping requirements.
- Podcast contributor data (e.g. consent forms, audio files) are retained for the lifetime of the published content unless a removal request is received.

When data is no longer required, it is securely deleted or anonymised.

8. Data Sharing and Transfers

Data will only be shared when necessary to deliver contracted services (for example, with podcast hosting providers or transcription services).

The Company does **not** sell, trade, or transfer personal data to any external third parties for marketing or commercial purposes.

International data transfers (if required) are conducted under recognised safeguards such as **UK adequacy regulations** or **standard contractual clauses**.

9. Individual Rights

Under the UK GDPR, individuals have the right to:

- Access a copy of their personal data.
- Request correction or deletion of inaccurate data.
- Object to processing or request data portability.

All requests will be responded to within **30 days** of receipt.

Requests should be submitted in writing to **john@theglucoseneverlies.com**.

10. Data Breach Procedure

In the event of a data breach, the Company will:



1. Assess and contain the breach immediately.
2. Notify the Information Commissioner's Office (ICO) within **72 hours** if the breach poses a risk to individual rights.
3. Inform affected individuals without undue delay if the breach could result in harm.

All breaches and corrective actions will be documented in the Company's internal records.

11. Complaints and Oversight

If you have concerns about how your data is being handled, please contact the Data Controller using the details above.

If you remain dissatisfied, you have the right to raise a complaint with the **Information Commissioner's Office (ICO)**:

Website: www.ico.org.uk

Telephone: 0303 123 1113

12. Policy Review and Approval

This policy will be reviewed annually or whenever there are material changes in UK GDPR legislation or Company operations.

All updates will be documented, version-controlled, and shared with relevant stakeholders.

Approved by:

John Pemberton

Founder and Director, *The Glucose Never Lies® Ltd*

Date: October 2025