



Privacy Policy

The Great Friend Experiment

(A project by Laura Smith / UPWARD Insights)

Last updated: November 2025

1. Purpose

The Great Friend Experiment — also known as *Letters for a Friend* — is an open friendship recruitment experiment exploring intentional connection, adult friendship, and the ways we can build community with greater care and curiosity.

Participation is entirely voluntary. The information collected is used solely to understand perspectives, foster reflection, and identify shared values between participants — not for marketing, sales, or third-party use.

2. What Information Is Collected

When you participate through the screening survey, Substack, or other project channels, the following may be collected:

Collected:

- Survey and writing responses (anonymous or pseudonymous)
- Submission ID (automatically generated by Paperform)

Not collected:

- Names
- Email addresses
- Exact locations



- IP addresses or device identifiers beyond those collected by hosting platforms (e.g., Paperform, Substack, or LinkedIn)

You are encouraged to use pseudonyms or general references if you wish to remain anonymous.

3. How Your Information Is Used

Your responses are reviewed personally by **Laura Smith**, the project creator, to identify communication styles, values, and potential resonance among participants.

Aggregated or anonymized insights may be referenced in public reflections or research outputs related to this project — always without identifying details.

Your data will **never** be sold, shared, or used for marketing or advertising.

4. How Your Information Is Stored

All data is stored using **Paperform** and **Substack**, which comply with international data protection standards, including the **EU General Data Protection Regulation (GDPR)**.

- Survey data: securely stored on encrypted servers via Paperform
- Substack comments or Notes: publicly visible and subject to Substack's Terms of Service and Privacy Policy
- No additional third-party storage or analytics tools are used beyond these services

Access to any collected data is limited to **Laura Smith (UPWARD Insights)**.

5. Retention and Deletion

Survey and writing responses will be retained for reference and research until **January 31, 2027**.

At that point, all personally identifying information (if any exists) will be permanently deleted.



You may request deletion or anonymization of your data at any time before that date by contacting Laura directly.

6. Your Rights

Under the GDPR, participants have the right to:

- Access, correct, or delete their data
- Withdraw consent at any time
- Request clarification on how their responses are used or referenced

Requests can be made at any time via email.

7. Contact

For questions, requests, or concerns:

Laura Smith

UPWARD Insights

contact@workupward.com

www.workupward.com

8. Final Note

Your participation is a gift — one made in trust.

Your survey responses are private.

Your public comments on Substack are yours, shared voluntarily with the world.

Either way, your words will be treated with the respect, confidentiality, and curiosity I'd offer any good friend.

— *Laura Smith*