

Privacy Policy

At Alison Carter Coaching we value integrity, professionalism and transparency. This means we are committed to ensuring that your personal data and privacy are protected. We understand how important and valuable your personal data is and will only use it fairly and in ways that you would reasonably expect us to.

This Privacy Policy explains:

- who we are
- what personal data we collect about you, and how we collect it
- why we collect this personal data and what we do with it
- who we share your personal data with
- how we retain your information and keep it secure
- your rights and how to contact us

Who we are

Alison Carter Coaching, found at alisoncartercoaching.com

Our contact details

Name: Alison Carter

E-mail: info@alisoncartercoaching.com

If you have any queries about how we use your personal data, you can contact us by email, as detailed above.

Your Personal Data

What we collect and how we collect it

We may collect and process the following information:

- Contact details – Name, address , email address, company name, business address and telephone number
- Payment details – billing and payment details
- Transaction history – details of products and services you purchase
- General information about your business/work activities and lifestyle choices
- Specific information about your coaching goals and desired outcomes including your progress against these goals.

- Technical data – IP address, general location, device type, browser type and version, operating system and platform, date and time of visit
- Usage data – information about how you use our website

We will only collect the minimum amount of personal data we need in relation to the purpose that we need it for.

Special Category (Sensitive) Personal Data

The following personal data is classed as Special category data under the GDPR and UK Data Protection Act 2018

- details about your ethnic or racial origin,
- political opinions,
- religious or philosophical beliefs,
- trade union membership
- genetic or biometric data,
- sexual orientation and sex life
- Medical and health data (including mental health)

We do not specifically request any special category personal data from you in order to provide coaching services, but from time to time you may choose to share information that is considered to be special category personal data during a coaching session. If it is appropriate to do so, we may make notes of the information you have shared in respect of how relevant it is to our coaching agreement and the coaching goals that we are working towards. We will only keep a note or record of the minimum amount of special category personal data relevant to the coaching conversation and the desired outcome for the session.

Under the UK GDPR there are special rules for processing Special Category personal data, we must have a lawful basis for doing so and must meet a specific condition of Article 9 of the UK GDPR – which is explicit consent.

If you decide to share special category personal data with us during a coaching session, it is with your **explicit consent** and our lawful basis for processing this personal data would be to fulfil our contract with you.

How we get your personal data

- When you contact us to request details and more information about the services we provide
- When you contact us and ask us to provide you with a quotation

- When you sign up to our mailing list to receive regular marketing communications about our products and services
- When you sign up for free resources
- When you sign up to attend a workshop/masterclass/event we are hosting
- When you enter a competition or complete a survey or a quiz
- When you purchase our products / services

We may also collect technical data about you

- From automated technologies such as cookies, pixels, web beacons and log files when you visit our website. This may include your IP address, your device type, operating system, browser type, time zone or general location and referring website.
- From third parties such as social media platforms when you interact with us on social media.
- Analytics service providers (such as Google Analytics) and search engine providers.

For more information about how we use Cookies please see our Cookie Policy

If any of your personal details change after you have provided them to us, please do let us know so that we can ensure our records are accurate and kept up to date.

Why we collect your personal data and what we do with it

Under the UK Data Protection Act 2018 and the UK General Data Protection Regulation (UK GDPR), we need to have a purpose and a lawful basis for processing your personal data. We will only use your personal data for the purposes that we have collected it and in accordance with data protection law. This will be to:

- Provide a contact or service to you and manage our customer relationship
- When you have provided your consent – such as to receive marketing information from us
- When we have a legal obligation to do so – such as to comply with regulatory and statutory reporting
- When we have a legitimate business reason for doing so, such as to manage and grow our business, if you would reasonably expect us to do so and it does not impact on your rights, freedoms and interests.

When you visit our website

We use automated technology such as “cookies”, pixels, beacons and log files to collect information about how our website is used. Information gathered through cookies and server logs may include the date and time of visits, the pages viewed, time spent at our site, and the websites visited just before and just after our own, as well as your IP address.

We do this to understand our visitors' behaviour, preferences and activities and to analyse and improve and update our content and services and to maintain the secure operation and running of our website.

Our lawful basis is our legitimate interests to

- manage our website and business,
- maintain our systems security and prevent fraud
- to manage our marketing and business activities and improve our services.

The data that we collect about you will depend on your cookie preferences and settings.

For more information about how we use cookies please see our Cookie Policy.

When you sign up to receive our newsletter and marketing information, we will

- Add your contact details to our email list /database
- Save your marketing preferences
- Send you our marketing information
- Record and keep a record of your consent to marketing

Our lawful basis will be **your consent**.

Your consent can be withdrawn at any time, you can opt out of receiving our marketing information by either using the unsubscribe option on our emails or by contacting us at info@alisoncartercoaching.com and asking to be removed from our mailing list. When you opt out of receiving emails and marketing information from us, we will keep a minimum of data about you on our 'do not contact' list to ensure that we do not contact you further.

Like many businesses we monitor open rates and interactions with our email marketing campaigns via automated technology within our email campaign software. Emails may contain a clear GIF simple web beacon. Web beacons are a small clear picture file that track whether a user has accessed the content.

We do this to understand how our subscribers interact with our email marketing campaigns and to help us improve what we send.

The information that our email software collects is your IP address, country, the device and browser type that you used to open an email. You can set your email client to display emails as text only, or disable cookies in your browser before opening emails to remove and prevent your information being monitored in this way.

When you request further information about our products or services, we will

- Keep a record of and reply to your request for more information about our products or services

Our lawful basis for doing this is because we have a legitimate business interest in responding to your queries and requests for information to manage and grow our business.

When you sign up to work with us and request our coaching products or services, we will use your personal data to

- Register you as a client,
- manage our client relationship, respond to queries and communicate with you
- provide the coaching products or service you have requested
- Send you an invoice/take payment for the coaching product or services you have requested
- We will maintain records and notes of our coaching sessions which may include general information about your business/work activities and lifestyle choices as well as specific information about your goals for coaching and your progress against these goals.

Our lawful basis will be to **perform a contract** with you.

We keep client records and transaction history in order to comply with statutory and regulatory reporting requirements such as maintaining appropriate company records and business accounts and to meet our legal requirements. Our lawful basis for doing so is our **legal obligation**.

Legitimate Interests: We use **legitimate interests** to manage and conduct our business, this may include marketing activities and hosting events either online or in person in order to grow our business. We may perform due diligence checks about your business before entering into a contract with you to provide our services.

If you have attended one of our events or received any other services from us and given us feedback or a testimonial about the services we provided, we may publish this feedback on our website, in marketing literature and on our social media channels in order to provide testimonials and help grow our business. We will not publish any identifying personal data in connection with any feedback you have provided without your consent.

Marketing

Under Privacy and Electronic Communications Regulations if you are a consumer, sole trader partnership your consent is required to receive marketing in electronic communications (including emails, direct messages and text messages) unless you have previously done business with us or enquired about similar products or services.

If you have previously purchased or enquired about similar services from us and have not opted out of marketing communications, we will rely on Legitimate interests to continue to send you marketing communications. You can opt out of receiving marketing communications at any time by clicking on the unsubscribe section of the email, or by emailing us at info@alisoncartercoaching.com

When sending marketing information to Limited companies and Corporations, our lawful basis for processing your personal data for the purpose of contacting you is legitimate interests to grow and develop our business. You can opt out of receiving marketing communications from us at any time by clicking on the unsubscribe section of the email, or by emailing us at info@alisoncartercoaching.com

When we use Legitimate Interests as our lawful basis for processing personal data, we will perform a Legitimate Interests balancing test and we will only use your personal data in a way that you would reasonably expect, ensuring that your rights and interests are protected.

Sharing your personal data – Who we share it with

We do not share or pass on your personal data to third parties for marketing purposes.

As a professional coach, I am committed to ongoing personal development and ensuring that my coaching practices are ethical and in line with best practice coaching standards set out by the International Coaching Federation (ICF). This means that I undertake regular supervision with a coaching supervisor as well as working towards/maintaining formal accreditation with a recognised coaching body.

From time to time, I may confidentially share anonymised details of coaching sessions with my supervisor – this will not reveal your personal identity or reference you directly in any way that allows you to be identified.

I also maintain a basic log of coaching hours which includes the name and email address of my coachees in accordance with the International Coaching Federations accreditation requirements. The purpose of this log is to demonstrate that I have recorded a specific number of coaching hours with an allocated number of coachees. Your name and email address will not be used for any other purpose by the accreditation bodies and will be treated confidentially.

If there is an occasion where we are required to share your personal data or details of our coaching sessions with 3rd party stakeholders such as a line manager, HR representative or senior management team, this will be clearly explained and agreed prior to our coaching taking place.

We may share some details of your personal data with our trusted service providers and professional advisors, such as insurers, accountants and legal advisors. We do this only to the extent necessary for the purposes of processing our company accounts, meeting our legal obligations as a limited company and in the event of pursuing any insurance or legal claims. When doing so we expect these service providers and professional advisors to treat your personal data securely and only for the purposes intended. We will only share the minimum amount of personal data necessary in these instances.

Our service providers (such as email and cloud service hosting providers, website hosting and payment processors) may have access to your personal data when it is stored on their systems. These service providers only have access to your personal data for the purpose of fulfilling their

contract with us and will not use your personal data for their own purposes. When appropriate we have relevant data processing agreements in place with these service providers.

We may share some details of your personal data with our service providers such as virtual assistants. When doing so we expect these service providers to treat your personal data securely and only for the purposes intended. These service providers only have access to your personal data for the purpose of fulfilling their contract with us and will not use your personal data for their own purposes.

In the unlikely event of non-payment of an invoice or legal dispute, we may share your personal data with 3rd parties in order to resolve and settle our dispute.

If and when required to do so by law, we may share elements of your personal data with appropriate Government Departments such as HMRC only to the extent necessary for the purposes of meeting our legal obligations as a limited company/business owner.

We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.

How we store your personal information

Your information is securely stored on a secured computer network and cloud based software programmes. We only use mainstream software and service providers that meet GDPR requirements and have the appropriate measures and security protocols in place to comply with UK and EEA data protection laws. All devices and equipment used to access and store your personal data have appropriate data security settings in place.

We have procedures in place to deal with data security breaches in accordance the UK Data Protection Act 2018.

How long we keep your data

We only keep personal data for as long as necessary in relation to the purpose it was collected for. When it is no longer required, we will dispose of your information by securely destroying the records we hold. In some instances we may anonymise data so that personal references are no longer kept.

We keep basic client records in accordance with UK statutory law and regulatory reporting timescales which is seven years. These include customer details, contact information, transaction and payment history.

We keep detailed notes of our coaching sessions for one year after our coaching sessions have ended. After this time, wherever possible we anonymise our records to remove any of your

identifying personal data, but retain a summarised history of our coaching sessions to assist with ongoing accreditation to professional coaching bodies and our professional development as a coach.

We maintain a coaching log including basic contact details and coaching hours for three years.

We keep names and email addresses for prospective clients on our mailing list for three years.

Our “opt-out, do not contact list” is maintained for two years after which, all details will be removed.

What rights you have over your data

Under data protection law, you have the following rights:

Your right of access - You have the right to ask us for copies of your personal information.

Your right to rectification - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances. If you have been a customer and purchased our products or services, we will not be able to delete all of your records as we have an obligation to retain some records for tax and accounting purposes.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

Your right to object to processing - You have the the right to object to the processing of your personal information in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at info@alisoncartercoaching.com if you wish to make a request.

How to complain

If you have any concerns or queries about our use of your personal information, you can contact us at info@alisoncartercoaching.com.

You can also complain to the ICO if you are unhappy with how we have used your data, but please do give us a chance to answer and resolve any queries with you beforehand.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

Additional information

Embedded content from other websites

Articles on this website may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

Links to Other websites

We may have links on our site to other websites that we do not operate. If you click on a third party link, you will be taken directly to that site which is governed by its own privacy notice. We do not control that site and assume no responsibility for the content, policies or its practices.

Cookies

To find out more about our use of cookies, please see our Cookie Policy.

If you would like to delete cookies or instruct your web browser to delete or refuse cookies, please visit the help pages of your web browser.

You can find out more about cookies here <https://www.cookiesandyou.com/>

This Privacy Policy was last updated on 29.12.23.