

Privacy Policy

Our Privacy Policy governs all processing activities where we act as a data controller or co-controller, including the collection, use, transfer, storage, and deletion of personally identifiable information (any data that can identify a physical person, along with associated information). This policy applies to data collected through any means, actively or passively, from individuals worldwide. These principles guide our commitment to protecting your privacy and handling your personal information responsibly.

When handling data, we adhere to the following principles:

1. We collect data only for specific and clear purposes, informing you of the reasons and usage when we request your information.
2. We limit the collection of data to what is necessary for its intended purposes, ensuring we gather only the information required to provide our services.
3. We use your personal information only if we have legitimate business reasons, such as newsletters, and do not use it for other purposes without your consent or as outlined in this policy.
4. We do not retain data for longer than necessary for its intended purpose or as required by law, except when otherwise specified.
5. We maintain high technical standards to ensure the security of your data during processing.
6. Periodically, we verify and update your data upon request for amendments.

Introduction

At Coached by Amy Kay we take your privacy seriously. This policy outlines the information we collect, how we use it, and your rights regarding your data. By using our website, you agree to this policy.

This business is responsible for collecting, processing, storing, and safeguarding personal and other information in line with the Data Protection Act 2018. For any questions about our data processing, please contact us at coachedbyamykay@gmail.com

Information We Collect

The information we collect could include but is not limited to:

- Personal Information, such as full name, email address, phone number, date of birth
- Financial Details for payment processing
- Family details
- Physical or mental health details
- Lifestyle and social situation

We will gather information from you under the following circumstances

1. When you subscribe to our newsletter or mailing list
2. When you opt-in to download content
3. When you enrol in a programme

4. When you reach out to us for information via our website, social media channels, phone, or email
5. When you engage with us on our social media channels or website

Use of Information

The information collected may be used to:

1. Facilitate the booking process for products or services
2. Enable your participation in the services you choose to engage in
3. Inform you about any changes to our services
4. Send newsletters or provide information, promotions, products, or services that you request or that may interest you, provided you have consented to such communication
5. Ensure our website's content is presented in the most effective way for you and your device

Information Storage

Your information is treated confidentially.

If you provide us with email address it will be stored, along with your first name and surname on Wix and Mailchimp. Wix and Mailchimp have their own privacy policy and will protect your data.

We will never sell or share your personal information with third parties.

Data Sharing

We may share your information with:

- Legal authorities: When required by law.

Data Protection

We implement the following measures to protect your data:

- Encryption: We use encryption to protect your data
- Secure storage: Data is stored on secure servers with access controls.

Legal Basis for Processing your Data

Under the General Data Protection Regulation (GDPR), we must have a legal basis to process your personal data. The six possible legal grounds for processing are:

1. Consent: We may process your personal data if you have given clear consent for us to do so. You can withdraw your consent at any time by contacting us.
2. Contract: Processing is necessary for the performance of a contract with you, or to take steps at your request before entering into a contract. This includes processing your data to provide the services you have requested.

3. **Legitimate Interests:** We may process your data if it is necessary for our legitimate interests, provided these interests are not overridden by your rights and interests. Our legitimate interests include improving our services, enhancing user experience, and ensuring the security of our systems. We will always balance our interests against your rights to ensure fair processing.
4. **Vital Interests:** Processing may be necessary to protect your vital interests or those of another person.
5. **Public Task:** Processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in us. This applies mainly to public authorities and organisations performing tasks in the public interest.
6. **Legal Obligation:** We may process your personal data to comply with a legal obligation. This includes processing data for legal reporting requirements or to comply with court orders.

We collect data for the purposes outlined above. We ensure that data is either erased from our system when it is no longer needed for its original purpose, retained for legal reasons, or minimised and retained as necessary. Any health data collected from you is subject to special protection and is limited to what is permissible by law.

Marketing Emails

We aim to make opting out of unwanted processing as easy as possible, as long as it does not hinder our ability to deliver the primary service you have requested.

To unsubscribe from marketing emails you have signed up for, you can either email us at coachedbyamykay@gmail.com or click the unsubscribe link included in the marketing email. Please allow up to 24 hours for your request to take effect.

Links to Other Websites

Our site includes links to other websites operated by individuals and companies that we do not control. If you follow a link to any of these websites, please be aware that they have their own privacy and terms of use policies. We do not accept any responsibility or liability for these policies. We recommend that you review the policies of third-party sites before submitting any personal data.

Changes to This Policy

We may update this policy due to changes in our business or legal requirements. We will notify you of any changes via email or on our website.

Your Rights

You have the right to:

- Access the personal data we hold about you.
- Request correction of any inaccurate data.
- Request deletion of your personal data.
- Object to our processing of your data.

Contact Us

For any questions about this privacy policy or to exercise your rights, please contact us at coachedbyamykay@gmail.com

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