

Be Some Boddie Ltd Privacy Notice

Version: October 2026

Website: <https://besomeboddie.com>

Privacy enquiries: info@besomeboddie.com

1. Introduction

At Be Some Boddie Ltd, we respect your privacy and are committed to protecting the personal information you share with us.

This Privacy Notice explains what information we collect, why we collect it, how we use and protect it, how long we retain it, and the rights you have over your personal information.

It applies when you visit our website, complete an assessment or questionnaire, make an enquiry, subscribe to our communications, book a meeting, purchase a course or participate in our coaching services.

Be Some Boddie Ltd is the data controller responsible for the personal information covered by this notice.

We process personal information in accordance with applicable UK data protection legislation, including the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and, where relevant, the Privacy and Electronic Communications Regulations (PECR).

2. Information We Collect

Depending on how you interact with us, we may collect:

- **Personal and contact details:** Your name, email address, telephone number, postal address or other contact information you provide.
- **Enquiry and booking information:** Details of your enquiry, appointment preferences, communications and meeting arrangements.
- **Assessment and questionnaire responses:** Information you choose to provide through the Self-Belief Pathway Assessment™, pre-start questionnaires, reflection exercises, feedback forms and other assessments.
- **Coaching information:** Your goals, experiences, reflections, progress, feedback and information relevant to the coaching relationship.
- **Course and programme information:** Your enrolment, participation, progress and relevant communications.
- **Financial and transaction information:** Information needed to prepare invoices, administer payments, record transactions and maintain financial records.
- **Marketing preferences:** Whether you have agreed to receive our communications and any subsequent changes to those preferences.
- **Website usage information:** Technical information, including information collected through cookies and Google Analytics where permitted.

Some information shared during coaching or in questionnaires may be sensitive or reveal special category personal data, such as information about health or religious or philosophical beliefs.

We encourage you to share only information relevant to the service or activity. Where we process special category personal data, we identify an appropriate additional legal condition and apply suitable safeguards.

3. How We Collect Information

We collect information when you:

- Complete a form or questionnaire on our website or through Google Forms.
- Take the Self-Belief Pathway Assessment™.
- Book a Self-Belief Pathway Review Meeting or another appointment.
- Enrol in a course, programme or coaching service.
- Subscribe to emails or request information.
- Contact us by email, telephone, WhatsApp, social media or another communication channel.
- Make a payment using bank transfer, Stripe or PayPal.
- Visit and interact with our website, subject to your cookie preferences.

We may also receive information from service providers involved in delivering the services you request.

4. Why We Use Your Information

We use personal information to:

- Respond to enquiries and provide information you request.
- Deliver Assessment results and recommendations.
- Arrange and manage appointments.
- Deliver coaching, courses and other services.
- Support client progress and maintain appropriate coaching records.
- Manage purchases, invoices and payments.
- Send necessary administrative and service communications.
- Send optional marketing communications where permitted.
- Understand website performance and improve our services.
- Maintain business records, protect our systems and meet legal obligations.

We do not sell your personal information.

5. Our Lawful Bases for Processing

We rely on different lawful bases depending on why information is being processed.

Contract: Where processing is necessary to provide services you have purchased or to take steps you request before entering into a contract.

Consent: Where you have given a valid choice, such as agreeing to receive certain marketing emails or accepting non-essential cookies.

Legitimate interests: Where processing is necessary for appropriate business administration, responding to enquiries, improving services, maintaining security or managing relevant records, provided those interests are not overridden by your rights and freedoms.

Legal obligation: Where we must process or retain information to comply with applicable law, including relevant accounting and tax requirements.

Where special category personal data is involved, we also identify an appropriate condition under Article 9 of the UK GDPR. Where explicit consent is required, we seek it separately.

The lawful basis used depends on the particular processing activity. We do not treat consent as having been given merely because someone completes a form or uses our website.

6. Self-Belief Pathway Assessment™

The Self-Belief Pathway Assessment™ is designed to help you reflect on your current self-belief journey and identify your pathway: Discover, Clarify, Grow or Lead.

The Assessment considers responses across the Eight Self-Belief Foundations™ to produce a pathway result and supporting information.

When you complete the Assessment, we collect the responses you provide, together with your name and email address and any optional contact details.

We use this information to calculate and present your results, send your report, manage related enquiries and provide any follow-up services you request.

Assessment results are generated automatically from the responses provided. They are intended as a personal development and reflection resource, rather than a medical or psychological diagnosis.

The Assessment does not make decisions that produce legal or similarly significant effects on individuals.

You may also be invited to book a free Self-Belief Pathway Review Meeting to explore your results and discuss possible next steps.

Completing the Assessment does not automatically mean you have agreed to receive ongoing marketing emails.

Where we invite you to receive follow-up insights, Review Meeting invitations, resources or promotional communications by email, we obtain any consent required by applicable marketing rules.

Choosing not to receive marketing does not prevent you from receiving the Assessment results you requested.

7. Coaching, Courses and Programmes

When you participate in coaching or other BSB services, we may retain relevant records to support service delivery, track progress, manage appointments and maintain appropriate business documentation.

Coaching discussions may involve personal experiences, goals, beliefs and sensitive reflections. We treat this information with care and limit access to those who have a legitimate need to process it.

Information may be shared where you have authorised us to do so, where necessary for an agreed service, or where disclosure is required or otherwise permitted by law.

We encourage clients to share information relevant to their coaching journey while respecting their personal boundaries and privacy.

8. Marketing Communications

We may offer emails containing self-belief insights, articles, resources, invitations, course information and updates about Be Some Boddie®.

Where consent is required, we ask you to opt in voluntarily.

You can withdraw your consent or unsubscribe at any time by using the unsubscribe link in our marketing emails or contacting info@besomeboddie.com.

Unsubscribing from marketing does not prevent us from sending necessary messages about services, bookings or purchases you have requested.

We may retain limited information about your unsubscribe preference to ensure that we respect it.

We do not treat completion of an Assessment, attendance at a meeting or submission of an enquiry, by itself, as permission to receive unrelated marketing communications.

9. Cookies and Google Analytics

Our website uses cookies and similar technologies to support its operation and, where permitted, help us understand how visitors use the website.

Cookies are small files or identifiers stored on your device or accessed through your browser.

Our website uses the Mastermind Business System (MBS) cookie consent feature. Visitors are offered a choice between:

- **Accept All:** Allowing essential and permitted non-essential cookies.
- **Accept Essential Only:** Allowing cookies necessary for the website to function while declining non-essential cookies.

We use Google Analytics through MBS's built-in integration to help us understand website usage and improve visitors' experience.

MBS states that its cookie consent feature prevents marketing, performance and analytics cookies from loading before acceptance.

Essential cookies may still operate where necessary for the website to function.

Some embedded third-party services may have separate cookie or tracking behaviour. Where applicable, we are responsible for ensuring that these technologies are used in accordance with relevant consent requirements.

Visitors can also manage or delete cookies through their browser settings. Where consent has been given for non-essential cookies, visitors have the right to withdraw it.

10. Sharing Information With Service Providers

We use external technology and payment providers to support the delivery and administration of our services.

Mastermind Business System (MBS)

We use MBS for website hosting, customer relationship management, assessments, course delivery, bookings, email communications and related business administration.

Google

We use Google Forms to collect questionnaires, feedback and other information voluntarily submitted by individuals.

We use Google Analytics to understand website usage and performance, subject to applicable cookie and data protection requirements.

Zoom

We use Zoom to deliver online coaching sessions, Self-Belief Pathway Review Meetings and other virtual meetings.

Stripe

We use Stripe to process payments where clients choose this payment method. Stripe may process information necessary to complete transactions, manage payment security, prevent fraud and meet applicable legal obligations.

PayPal

We use PayPal to process payments where clients choose this payment method. PayPal may process information necessary to complete transactions, manage payment security, prevent fraud and meet applicable legal obligations.

Direct Bank Transfers

Clients may also pay invoices directly into our business bank account. These transactions are processed through the relevant banking services.

Internal Financial Administration

Be Some Boddie Ltd manages its invoicing, client administration and financial records internally.

We do not currently use the MBS website checkout facility.

Where external providers process personal information on our behalf, we take appropriate steps to ensure that suitable data protection arrangements are in place.

Some providers, including payment services, may also act as independent data controllers for certain activities. Their own privacy notices explain how they handle information for those purposes.

We do not sell, rent or trade personal information to third parties.

We may disclose information where required by law, necessary to protect legal rights, or where you have authorised us to do so.

11. International Data Transfers

Some of the external service providers used by Be Some Boddie Ltd operate internationally. As a result, personal information may be processed or accessed outside the United Kingdom.

Where international transfers take place, we take steps to ensure that appropriate safeguards are in place in accordance with UK data protection legislation.

These may include UK adequacy regulations, the UK Extension to the EU–US Data Privacy Framework where applicable, or approved contractual safeguards.

You can contact us at info@besomeboddie.com for further information about the safeguards relevant to your personal information.

12. How Long We Keep Your Information

We retain personal information only for as long as necessary for the purposes for which it was collected, taking account of applicable legal requirements and legitimate business needs.

Our retention schedule is:

Information	Retention period
Assessment responses and results	24 months after the last meaningful interaction
Enquiries that do not become clients	24 months after the last meaningful interaction
Review Meeting booking records	24 months after the appointment or last meaningful interaction
Coaching records and client questionnaires	6 years after the coaching relationship ends
Financial records and invoices	10 years from the applicable accounting period, or longer where legally required
Marketing subscriber information	While subscribed, subject to periodic review
Unsubscribe records	As long as necessary to respect marketing preferences
Google Analytics information	According to the configured retention period necessary for reporting

Where records contain sensitive personal information, we consider whether particular details need to be retained for the full period.

We review information periodically and securely delete or anonymise it when it is no longer required, subject to applicable legal obligations and backup arrangements.

We may need to retain certain information for longer where necessary to comply with the law, resolve disputes or establish, exercise or defend legal claims.

13. How We Protect Your Information

We take reasonable technical and organisational measures to protect personal information against unauthorised access, loss, misuse, alteration and disclosure.

These measures may include access controls, secure account credentials, appropriate service-provider arrangements and procedures for handling personal information.

We aim to ensure that only authorised individuals can access personal information where there is a legitimate business reason to do so.

No online system can guarantee absolute security, but we take data protection seriously and review our arrangements as appropriate.

14. Your Data Protection Rights

Subject to applicable legal conditions and exemptions, you may have the right to:

- **Be informed:** Understand how and why your personal information is processed.
- **Access:** Request a copy of personal information we hold about you.
- **Rectification:** Ask us to correct inaccurate or incomplete information.
- **Erasure:** Request deletion of personal information where applicable.
- **Restriction:** Ask us to restrict certain processing activities.
- **Data portability:** Request transfer of eligible information in a suitable format.
- **Object:** Object to certain processing, including direct marketing.
- **Withdraw consent:** Withdraw consent where processing relies on it.
- **Rights relating to automated decision-making:** Exercise applicable rights concerning solely automated decisions with legal or similarly significant effects.

You have the right to object to the processing of your personal information for direct marketing at any time.

These rights are not absolute in every circumstance. For example, we may need to retain certain records to meet legal obligations or establish, exercise or defend legal claims.

To exercise your rights, email info@besomeboddie.com.

We will respond within the time limits required by applicable data protection law, normally within one month, subject to permitted extensions.

15. External Websites and Social Media

Our website, emails and social media content may include links to websites or services operated by other organisations.

Once you leave our website, those organisations may process your information under their own privacy notices.

We encourage you to review their privacy information before submitting personal details.

We are not responsible for the privacy practices of independent third-party websites.

16. Complaints

If you have a concern about how we use your personal information, please contact us so we have an opportunity to investigate and respond.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK's independent data protection regulator.



Information Commissioner's Office

Website: <https://ico.org.uk>

17. Changes to This Privacy Notice

We may update this Privacy Notice when our services, systems, legal obligations or information-handling practices change.

The latest version will be available on our website, together with its effective date.

Where changes materially affect how we process personal information, we will provide additional information or obtain consent where required.

18. Contact Us

For privacy questions, data access requests, corrections, deletion requests or concerns about how we handle your information, contact:

Be Some Boddie Ltd

Website: <https://besomeboddie.com>

Email: info@besomeboddie.com

Effective date: 21 October 2026, subject to approval and publication.