

Privacy Policy

The Mind Coaching Academy

15 Porlock Avenue, Sutton Leach, St. Helens, WA9 4PE

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Phone: 07368 348793

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This Privacy Policy explains how The Mind Coaching Academy collects, uses, stores, and protects your personal data when you visit our website, contact us, book services, or interact with our advertising.

Under UK GDPR, a privacy notice should clearly explain why personal data is used, how long it is kept, who it is shared with, the lawful basis relied on, and the individual's rights.

1. Who We Are

The Mind Coaching Academy is the controller of your personal data for the purposes of data protection law.

If you have any questions about this Privacy Policy or how your data is used, you can contact:

Email: the.mind.coaching.academy@gmail.com

Phone: 07368 348793

Address: 15 Porlock Avenue, Sutton Leach, St. Helens, WA9 4PE

2. What Personal Data We May Collect

We may collect and use the following personal data:

- your name;
- email address;
- phone number;
- billing and payment information;
- appointment and booking details;

- messages you send to us;
- information you choose to share during an enquiry or session;
- website usage data;
- IP address;
- browser or device information; and
- cookie and tracking data where consent is given.

3. How We Collect Your Data

We may collect your data:

- when you contact us through our website, email, phone, or social media;
- when you book a session or service;
- when you fill in a form;
- when you respond to an advert;
- when you use our website; and
- through cookies, pixels, and similar technologies where applicable and where consent is required.

4. How We Use Your Data

We may use your data to:

- respond to enquiries;
- provide coaching services;
- manage bookings and payments;
- communicate with you about appointments;
- send you service-related information;
- keep internal records;
- improve our website and services;
- measure the performance of our advertising; and
- send marketing communications where we are allowed to do so.

5. Lawful Bases for Using Your Data

We use personal data only where we have a lawful basis to do so. Depending on the situation, this may include:

- contract – where we need your data to provide a service you have booked;
- legitimate interests – where we use data in a way you would reasonably expect for running and improving the business, provided your rights are not overridden; and
- consent – where consent is required, including certain marketing and advertising cookies or similar technologies. The ICO states that when PECR consent is required for electronic marketing or cookies, that consent standard also ties into UK GDPR requirements.

6. Marketing

If you opt in, we may send you marketing emails or messages about our services, offers, or content.

You can unsubscribe or opt out at any time by clicking unsubscribe in an email or by contacting us directly.

If we send electronic marketing, we must comply with PECR as well as UK GDPR.

7. Facebook, Meta Ads, and Tracking

We may use Meta/Facebook advertising tools, including forms, remarketing, and tracking technologies such as the Meta Pixel, to understand how people use our website, measure ad performance, and show relevant adverts.

These technologies may collect information such as:

- pages visited;
- actions taken on the website;
- device and browser information;
- IP address; and
- whether someone came to our website from an advert.

Where cookies, pixels, or similar technologies are used for advertising purposes, consent is required before they are placed on a user's device. Online advertising purposes are not exempt from the consent requirement.

8. Cookies

Our website may use cookies and similar technologies to help the website function, understand website traffic, and support advertising or analytics.

The ICO says you must clearly explain what cookies do and why, and you must get consent for non-essential cookies. Essential cookies that are strictly necessary for the service requested by the user are treated differently.

You can manage cookie preferences through our cookie banner or your browser settings.

9. Who We May Share Your Data With

We may share your data where necessary with:

- website providers;
- email providers;
- payment processors;
- booking systems;
- analytics providers;
- advertising platforms such as Meta; and
- professional advisers or authorities where legally required.

We only share personal data where it is reasonably necessary for business, legal, or service-delivery purposes.

10. How Long We Keep Your Data

We keep personal data only for as long as reasonably necessary for the purpose it was collected, including for legal, tax, accounting, complaint-handling, or record-keeping reasons.

The ICO says privacy notices should tell people how long their information will be kept for.

11. Your Rights

Under UK data protection law, you may have the right to:

- access your personal data;

- ask for incorrect data to be corrected;
- ask for your data to be erased in some circumstances;
- object to certain uses of your data;
- ask us to restrict how we use your data in some cases;
- ask for transfer of your data where applicable; and
- withdraw consent where we rely on consent.

A privacy notice should explain people's rights, including the right to withdraw consent and how to complain.

To exercise any of your rights, contact us at the.mind.coaching.academy@gmail.com.

12. Complaints

If you are unhappy with how we use your personal data, please contact us first and we will try to resolve the issue.

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

13. Data Security

We take reasonable steps to help protect your personal data from loss, misuse, unauthorised access, or disclosure.

However, no internet-based service is completely secure, so we cannot guarantee absolute security.

14. Third-Party Links

Our website or social media may contain links to third-party websites. We are not responsible for the privacy practices of those third parties.

15. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated revision date.