

Privacy Policy

Last updated: 01.09.2026

Sonia Maria Horn Coaching ("we", "us") is committed to protecting your privacy. This Privacy Policy explains what personal data we collect, how we use it, and what rights you have, in accordance with the EU General Data Protection Regulation (GDPR/DSGVO) and applicable German data protection law.

1. Data Controller

Sonia Maria Horn Coaching™
Dorfstrasse 11, 24229 Strande
coaching@soniamariahorn.com

2. What Data We Collect

- Contact details you provide (name, email address, phone number) when you fill out a contact form, book a call, or sign up for a newsletter
- Payment and billing information when you purchase a coaching program or product
- Technical data such as IP address, browser type, and device information, collected automatically when you visit the website
- Usage data, such as pages visited and time spent on the site, via analytics tools (see Section 5)
- Any information you voluntarily share during coaching sessions or in written communication with us

3. How We Use Your Data

- To respond to inquiries and provide coaching services
- To process payments and manage bookings
- To send newsletters or marketing communication, where you have given consent
- To improve our website and services
- To comply with legal obligations

4. Legal Basis for Processing

We process personal data based on: your consent (Art. 6(1)(a) GDPR), the performance of a contract with you (Art. 6(1)(b) GDPR), compliance with a legal obligation (Art. 6(1)(c) GDPR), and our legitimate interests (Art. 6(1)(f) GDPR), such as improving our services.

5. Third-Party Tools and Services

We may use the following categories of third-party providers, who may process personal data on our behalf: website hosting, email marketing platform, payment processor, analytics tools, video conferencing tools, and social media integrations. [List specific tools here, e.g. provider names, and link to their own privacy policies.] Where these providers are located outside the EU/EEA, we ensure appropriate safeguards are in place (e.g. Standard Contractual Clauses).

6. Cookies

Our website may use cookies to improve functionality and analyze traffic. You can control or disable cookies through your browser settings.

7. Data Retention

We retain personal data only as long as necessary for the purposes described in this policy, or as required by law (e.g. German commercial and tax retention periods of up to 10 years for invoicing data).

8. Your Rights

Under the GDPR, you have the right to: access the personal data we hold about you; request correction or deletion of your data; restrict or object to processing; request data portability; and withdraw consent at any time, without affecting the lawfulness of processing before withdrawal. You also have the right to lodge a complaint with a supervisory authority, such as the data protection authority of Schleswig-Holstein (ULD).

9. Data Security

We use appropriate technical and organizational measures to protect your data against unauthorized access, loss, or misuse.

10. Changes to This Policy

We may update this Privacy Policy from time to time. The current version will always be available on this page.

11. Contact

If you have questions about this Privacy Policy or wish to exercise your rights, please contact us at coaching@soniamariahorn.com.