

Pete Maclure Coaching Ltd

Customer Privacy Notice

This privacy notice tells you what to expect us to do with your personal information.

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Contact details

Post

Pete Maclure Coaching Ltd, 71-75 Shelton Street, , LONDON, , WC2H 9JQ, GB

Telephone

+447768124184

Email

data@businesscoachpete.com

What information we collect, use, and why

We collect or use the following information to **provide and improve products and services for clients**:

- Names and contact details
- Addresses
- Occupation

- Payment details (including card or bank information for transfers and direct debits)
- Financial data (including income and expenditure)
- Transaction data (including details about payments to and from you and details of products and services you have purchased)
- Usage data (including information about how you interact with and use our website, products and services)
- Video recordings
- Audio recordings (eg calls)
- Records of meetings and decisions
- Website user information

We collect or use the following personal information for the **operation of client or customer accounts**:

- Names and contact details
- Addresses
- Purchase or service history
- Account information, including registration details
- Marketing preferences
- Technical data, including information about browser and operating systems

We collect or use the following personal information for **information updates or marketing purposes**:

- Names and contact details
- Addresses
- Profile information
- Marketing preferences
- Purchase or account history
- Website and app user journey information
- IP addresses

We collect or use the following personal information to **comply with legal requirements**:

- Name
- Contact information
- Client account information
- Any other personal information required to comply with legal obligations

We collect or use the following personal information for **dealing with queries, complaints or claims**:

- Names and contact details
- Addresses

- Payment details
- Account information
- Purchase or service history
- Call recordings
- Customer or client accounts and records
- Financial transaction information
- Correspondence

Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible [lawful bases](#) in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are set out in brief below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [Read more about the right of access.](#)
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [Read more about the right to rectification.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [Read more about the right to erasure.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [Read more about the right to restriction of processing.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [Read more about the right to object to processing.](#)
- **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. [Read more about the right to data portability.](#)

- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [Read more about the right to withdraw consent.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to **provide and improve products and services for clients** are:

- **Contract** – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- **Legitimate interests** – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are: The effective administration of our business coaching services; the improvement and development of our coaching programs through client feedback; maintaining accurate business records; and keeping our clients informed about related products, webinars, or services that directly support their professional development and business growth.

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Our lawful bases for collecting or using personal information for the **operation of client or customer accounts** are:

- **Contract** – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- **Legitimate interests** – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are: The effective administration of our business coaching services; the improvement and development of our coaching programs through client feedback; maintaining accurate business records; and keeping our clients informed about related products, webinars, or services that directly support their professional development and business growth.

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Our lawful bases for collecting or using personal information for **information updates or marketing purposes** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are: The effective administration of our business coaching services; the improvement and development of our coaching programs through client feedback; maintaining accurate business records; and keeping our clients informed about related products, webinars, or services that directly support their professional development and business growth.

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Our lawful bases for collecting or using personal information to **comply with legal requirements**:

- Legal obligation – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

Our lawful bases for collecting or using personal information for **dealing with queries, complaints or claims** are:

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are: The effective administration of our business coaching services; the improvement and development of our coaching programs through client feedback; maintaining accurate business records; and keeping our clients informed about related products, webinars, or services that directly support their professional development and business growth.

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Where we get personal information from

- Directly from you
- Publicly available sources
- Third parties:
 - We receive personal information from referral partners and associates who suggest our services to potential clients.

How long we keep information

- Client Records (Coaching Notes & Contracts): We keep these for 7 years after our professional relationship ends. This ensures we comply with HMRC requirements and the statutory limitation period for any potential legal or insurance claims.
- Financial & Tax Records: We keep invoices, payment details, and transaction records for 6 years plus the current tax year, as required by UK tax law.
- Marketing Leads: If you have interacted with us (e.g., signed up for a lead magnet or webinar) but never become a client, we will securely delete your data after 2 years of inactivity.
- Video and Audio Recordings: Recordings of coaching sessions are kept for 12 months to allow for client review and progress tracking, unless a shorter period is requested by the client or they are deleted upon completion of a specific program.

For more information on how long we store your personal information or the criteria we use to determine this please contact us using the details provided above.

Who we share information with

Data processors

IT and Cloud Storage Providers (Information Technology industry; SaaS sector). Location: UK, EU, and USA.

This data processor does the following activities for us: They provide the CRM and automation systems used to manage client workflows and contact records, as well as secure cloud storage for business documents and coaching session summaries.

Communication Platforms (Digital Communications industry; Video conferencing sector). Location: USA.

This data processor does the following activities for us: They facilitate video conferencing for live coaching sessions and provide hosting for the resulting audio and video recordings of those meetings.

Payment and Financial Service Providers (Finance industry; FinTech sector). Location: UK and USA.

This data processor does the following activities for us: They facilitate secure client payment processing, manage automated invoicing, and provide business banking services to handle financial transactions.

Others we share personal information with

- Professional or legal advisors
- Organisations we're legally obliged to share personal information with
- Third parties:
 - Financial organisations (including business banking providers)

Sharing information outside the UK

Where necessary, our data processors will share personal information outside of the UK. When doing so, they comply with the UK GDPR, making sure appropriate safeguards are in place.

For further information or to obtain a copy of the appropriate safeguard for any of the transfers below, please contact us using the contact information provided above.

Organisation name: Google LLC

Category of recipient: IT and cloud storage provider (SaaS sector)

Country the personal information is sent to: United States

How the transfer complies with UK data protection law: The country or sector has been assessed as providing adequate protection to data subjects (also known as Adequacy Regulations or UK data bridge)

Organisation name: Zoom Video Communications, Inc.

Category of recipient: Communication and video conferencing platform

Country the personal information is sent to: United States

How the transfer complies with UK data protection law: The country or sector has been assessed as providing adequate protection to data subjects (also known as Adequacy Regulations or UK data bridge)

Organisation name: HighLevel Inc. (providing the "10X Omni" V Grant Cardone Training platform)

Category of recipient: CRM and business automation provider

Country the personal information is sent to: United States

How the transfer complies with UK data protection law: The country or sector has been assessed as providing adequate protection to data subjects (also known as Adequacy Regulations or UK data bridge)

How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

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

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

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11th May 2026