

Privacy Policy

Hidden Potential Coaching understands that your privacy is important to you and that you care about how your personal data is used and shared online. We respect and value the privacy of everyone we work with, either in person or those that connect to us via our website, www.hiddenpotentialcoaching.net and will only collect and use personal data in ways that are described here, and in a manner that is consistent with our obligations and your rights under the law.

Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of Our Privacy Policy is deemed to occur upon your first use of our site, and you will be required to read and accept this Privacy Policy when signing up for our newsletter. If you do not accept and agree with this Privacy Policy, you must stop using our site immediately. This Privacy Policy explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

Definitions & Interpretation

In this Policy, the following terms shall have the following meanings:

“Personal data “means all data that relates to an identifiable person who can be directly or indirectly identified from that data. In this case, it means personal data that you give to Us via Our Site. This definition shall, where applicable, incorporate the definitions provided in the EU Regulation 2016/679 – the General Data Protection Regulation (“GDPR”)

“We/Us/Our” means Hidden Potential Coaching.

Your Rights

- The right to be informed about Our collection and use of personal data.
- The right of access to the personal data We hold about you.
- The right to rectification if any personal data We hold about you is inaccurate or incomplete (please contact Us using the details in section
- The right to be forgotten – i.e. the right to ask Us to delete any personal data We hold about you (We only hold your personal data for a limited time, as explained above, but if you would like Us to delete it sooner, please contact Us
- The right to restrict (i.e. prevent) the processing of your personal data.
- The right to data portability (obtaining a copy of your personal data to re-use with another service or organisation)
- The right to object to Us using your personal data for particular purposes; and
- Rights with respect to automated decision making and profiling.

If you have any cause for complaint about Our use of your personal data, please contact Us using the details provided and We will do Our best to solve the problem for you. If We are unable to help, you also have the right to lodge a complaint with the UK's supervisory authority, the Information Commissioner's Office.

For further information about your rights, please contact the Information Commissioner's Office <https://ico.org.uk/> or your local Citizens Advice Bureau.

What Data Do We Collect?

We may collect some or all of the following personal data (For details about what cookies are used on the website please see the section on cookies below)

- Name, surname.
- Postal address, email address, telephone number, invoicing details
- Credit or other card payment details.
- Copies of proof of identity / proof of address
- Records of correspondence
- Details of work undertaken including dates, historical spend.
- Email format preference.

Please note Your personal data may have been obtained from (but not limited to) the following third parties to which you will have previously given your consent: (Mailchimp)

How do we collect your data?

- When you contact us by email, letter, or telephone call.
 - When making a booking to work with us
 - Where you provide your personal details for promotions and competitions, whether in person, by direct correspondence with us, or through social media channels
 - When you fill in forms on our websites, by entering our competitions or promotions, or by joining any marketing.
 - When you visit our website including access and page history or enter promotions on other websites operated or sponsored by us.
 - Where you provide information to us by any other means for the purposes set out within this policy.
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How and Where Do We Store Your Data?

We only keep your personal data for as long as We need to use it as described above, and/or for as long as we have your permission to keep it.

Your data will only be stored in the UK.

How Do We Use Your Data?

All personal data is processed and stored securely, for no longer than is necessary considering the reason(s) for which it was first collected. We will comply with our obligations and always safeguard your rights under the GDPR. For more details on security see below.

Our use of your personal data will always have a lawful basis, either because it is necessary for our performance of a contract with you, because you have consented to our use of your personal data (e.g. by subscribing to emails), or because it is in our legitimate interests. Specifically, We may use your data for the following purposes:

- Providing and managing your client profile and records
- Providing and managing your access to our website
- Personalising and tailoring your experience of Our services.
- Supplying our products and services to you (please note that We require your personal data to enter a contract with you)
- Personalising and tailoring our products and services for you.
- Replying to emails from you
- Supplying you with emails that you have opted into – by choosing to work with us you will be signed up to the newsletter (you may unsubscribe or opt-out at any time by using the links provided in our emails and at the point of providing your details. You may also contact us on hello@hiddenpotentialcoaching.net)
- Market research
- Analysing your use of Our Site and gathering feedback to enable Us to continually improve Our Site and your user experience.

With your permission and/or where permitted by law, We may also use your data for marketing purposes which may include contacting you by email, telephone or post with information, news and offers on Our products and services. We will not, however, send you any unsolicited marketing or spam and will take all reasonable steps to ensure that We fully protect your rights and comply with Our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003.

You have the right to withdraw your consent to Us using your personal data at any time, and to request that We delete it.

Do We Share Your Data?

We are in contract with third parties to supply products and services to you on Our behalf. (including but not limited to Microsoft, Google, Stripe Payment Services) These include payment processing, delivery of services, processing bookings, search engine facilities, advertising, and marketing. In some cases, the third parties may require access to some or all your data. Where any of your data

is required for such a purpose, We will take all reasonable steps to ensure that your data will be managed safely, securely, and in accordance with your rights, Our obligations, and the obligations of the third party under the law.

Third parties whose content appears on our website may use third party Cookies, as detailed below. Please refer to Our Cookie section for more information on controlling Cookies. Please note that We do not control the activities of such third parties, nor the data they collect and use and advise you to check the privacy policies of any such third parties.

We may compile statistics about the use of Our Site including data on traffic, usage patterns, user numbers, sales, and other information. All such data will be anonymised and will not include any personally identifying data, or any anonymised data that can be combined with other data and used to identify you. We may from time to time share such data with third parties such as prospective investors, affiliates, partners, and advertisers. Data will only be shared and used within the bounds of the law.

In certain circumstances, We may be legally required to share certain data held by Us, which may include your personal data, for example, where We are involved in legal proceedings, where We are complying with legal requirements, a court order, or a governmental authority.

How Can You Control Your Data?

When you submit personal data to Us, you may be given options to restrict Our use of your data. In particular, We aim to give you strong controls on Our use of your data for direct marketing purposes (including the ability to opt-out of receiving emails from Us which you may do by unsubscribing using the links provided in Our emails and at the point of providing your details).

You may also wish to sign up to one or more of the preference services operating in the UK: The Telephone Preference Service ("the TPS"), the Corporate Telephone Preference Service ("the CTPS"), and the Mailing Preference Service ("the MPS"). These may help to prevent you receiving unsolicited marketing. Please note, however, that these services will not prevent you from receiving marketing communications that you have consented to receiving.

How Can You Access Your Data?

You have the right to ask for a copy of any of your personal data held by Us (where such data is held). Under the GDPR, no fee is payable, and We will provide all information in response to your request free of charge. Please contact Us for more details at hello@hiddenpotentialcoaching.net.

Cookies

Cookies are a small text file placed on your computer or device when you visit certain parts of a website to gather standard internet log information and visitor behaviour. This information is used to track visitor use of the website and to compile statistical reports on website activity. Our Site does not currently make use of Cookies.

Third Party Cookies may be in use on our website. Third party Cookies are those placed by websites, services, and/or parties other than Us. Third party Cookies are used on Our Site to gather anonymous data on our users. In addition, Our Site uses analytics services provided by Google Analytics, which also use Cookies. Website analytics refers to a set of tools used to collect and analyse usage statistics, enabling Us to better understand how people use Our Site.

For further information about cookies visit:

- www.aboutcookies.org
- <https://policies.google.com/technologies/cookies>

For further information about Google analytics visit:

<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>

Contacting Us

If you have any questions about Our Site or this Privacy Policy, please contact Us by email at hello@hiddenpotentialcoaching.net. Please ensure that your query is clear, particularly if it is a request for information about the data We hold about you.

Changes to Our Privacy Policy

We may change this Privacy Policy from time to time (for example, if the law changes). Any changes will be immediately posted on Our Site, and you will be deemed to have accepted the terms of the Privacy Policy on your first use of Our Site following the alterations. We recommend that you check this page regularly to keep up to date.

Effective Date: 03 June 2024

Hidden Potential Coaching

www.hiddenpotentialcoaching.net