

# MY VITALITY COACH LTD

## PRIVACY POLICY

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### 1. INTRODUCTION

This Privacy Policy explains how My Vitality Coach Ltd (“we”, “us”, “our”) collects, uses, stores, and protects your personal data when you:

- Visit our website
- Download free resources or guides
- Make enquiries
- Book consultations
- Join our email list
- Interact with us online

This policy applies to website visitors and online interactions only.

Client-specific terms and data handling are provided separately during onboarding.

We are committed to protecting your privacy and handling your data transparently and securely in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

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### 2. WHO WE ARE

My Vitality Coach Ltd is an online coaching business registered in England & Wales.

- Company number: 15852535
- Data Controller: My Vitality Coach Ltd
- Contact email: [info@myvitalitycoach.co.uk](mailto:info@myvitalitycoach.co.uk)
- ICO Registration: Yes

We are responsible for deciding how and why your personal data is processed.

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### 3. DATA WE COLLECT

We only collect personal data that is necessary to operate our website and communicate with you.

#### 3.1 Personal information

- Name
- Email address
- Phone number
- Age (where relevant)

## 3.2 Website & technical data

- IP address
- Browser type and device information
- Cookie data (see Section 10)

## 3.3 Marketing data

- Email preferences
- Records of consent or withdrawal of consent

We do not collect sensitive health data through the website.

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## 4. HOW WE COLLECT YOUR DATA

We collect data when you:

- Complete website forms
- Download free resources or lead magnets
- Book a consultation
- Contact us by email
- Interact with embedded third-party tools

Third-party platforms used may include:

- HubSpot (email and CRM)
  - Calendly (consultation bookings)
  - Stripe (payments handled externally)
  - YouTube and Vimeo (embedded videos)
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## 5. LEGAL BASES FOR PROCESSING

We process your personal data under the following lawful bases:

- Consent – where you actively opt in to receive marketing emails
- Contractual necessity – to respond to enquiries or booking requests
- Legitimate interests – to operate and improve our website and services
- Legal obligation – where required by law

You can withdraw consent at any time.

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## 6. HOW WE USE YOUR DATA

We use your data to:

- Respond to enquiries
- Deliver requested resources
- Manage consultation bookings
- Communicate about our services
- Send marketing emails only where you have opted in
- Maintain website security and functionality

We do not use your data for automated decision-making or profiling.

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## 7. DATA SHARING

We never sell your personal data.

Your data may be shared only with trusted service providers where necessary, including:

- HubSpot (email and CRM)
- Calendly (booking system)
- Stripe (payment processing – we do not store card details)
- Website hosting and IT service providers

Where data is processed outside the UK, appropriate GDPR-compliant safeguards are in place.

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## 8. DATA RETENTION

We retain personal data only for as long as necessary:

- Website enquiries: up to 24 months
- Marketing data: until you unsubscribe or withdraw consent
- Transactional records: as required by law

Data is securely deleted or anonymised when no longer required.

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## 9. YOUR RIGHTS UNDER UK GDPR

You have the right to:

- Access your personal data
- Correct inaccurate or incomplete data
- Request deletion (“right to be forgotten”)
- Restrict or object to processing
- Withdraw consent at any time
- Lodge a complaint with the Information Commissioner’s Office (ICO)

To exercise your rights, contact:

- ✉ [info@myvitalitycoach.co.uk](mailto:info@myvitalitycoach.co.uk)
  - ICO website: <https://ico.org.uk/>
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## 10. COOKIES & EMBEDDED CONTENT

Our website uses cookies and similar technologies to ensure proper functionality.

Cookies may be set by:

- Embedded YouTube videos
- Embedded Vimeo videos
- Third-party booking tools such as Calendly

We use a cookie consent banner to allow you to manage non-essential cookies.

You can update your preferences at any time.

We do not use advertising or tracking pixels.

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## 11. INTERNATIONAL VISITORS

Our website is operated from the United Kingdom but may be accessed internationally.

By using our website, you acknowledge that your personal data may be processed under UK data protection laws.

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## 12. CHILDREN'S DATA

Our website and services are intended for adults aged 18 and over.

We do not knowingly collect personal data from children.

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## 13. DATA SECURITY

We take appropriate technical and organisational measures to protect your personal data, including:

- Secure systems and access controls
  - Reputable third-party platforms
  - Regular reviews of data handling practices
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## 14. DATA BREACHES

If a personal data breach occurs that poses a risk to your rights or freedoms, we will:

- Notify the Information Commissioner's Office within 72 hours where required
  - Contact affected individuals where appropriate
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## 15. UPDATES TO THIS POLICY

We may update this Privacy Policy from time to time to reflect legal or operational changes.

The latest version will always be available on our website.

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## 16. CONTACT

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

✉ [info@myvitalitycoach.co.uk](mailto:info@myvitalitycoach.co.uk)

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