



## GDPR Statement

### Caroline Mason Coaching Data Protection and Privacy Statement

*Last updated: 4 October 2025*

Caroline Mason Coaching is the data controller responsible for your personal data. You can contact us regarding any data protection matters at:

**Email:** caroline@carolinemasoncoaching.co.uk

**Website:** <https://www.carolinemasoncoaching.co.uk>

We collect and process personal data when you:

- Enquire about our services
- Book coaching sessions, workshops, or retreats
- Sign up for our newsletter or communications
- Attend our events or programmes
- Make payments for our services

#### Types of personal data collected:

- Name and contact details (email, phone, address)
- Professional information (job title, company, industry)
- Payment and billing information
- Coaching notes and session records (with your consent)
- Dietary requirements and accessibility needs for retreats
- Communication preferences
- Website usage data (cookies, IP address)

We process your personal data on the following legal grounds:

- **Contract performance:** To deliver coaching services, workshops, and retreats you have booked
- **Legitimate interests:** To operate our business, improve our services, and communicate about relevant offerings
- **Consent:** For marketing communications and sensitive data processing (where applicable)
- **Legal obligation:** To meet accounting, tax, and regulatory requirements

Your personal data is used to:

- Provide coaching, training, and retreat services
- Process bookings and payments
- Communicate about your programmes and sessions



- Send relevant business communications and updates
- Comply with legal and regulatory obligations
- Improve our services and customer experience
- Maintain accurate business records

We do not sell your personal data. We may share your information with:

- **Service providers:** Payment processors, venue providers, and technology platforms that support our business operations
- **Legal authorities:** When required by law or to protect our legitimate interests
- **Professional advisors:** Accountants, lawyers, and insurers as needed for business operations

All third parties are required to protect your data in accordance with applicable data protection laws.

Some of our service providers may be located outside the UK/EU. Where this occurs, we ensure appropriate safeguards are in place to protect your personal data, including:

- Adequacy decisions by relevant authorities
- Standard contractual clauses
- Other approved transfer mechanisms

We retain personal data for as long as necessary to:

- Fulfil the purposes for which it was collected
- Comply with legal obligations (typically 7 years for financial records)
- Resolve disputes and enforce agreements

#### **Specific retention periods:**

- Client coaching records: Retained for the duration of our professional relationship plus 7 years
- Marketing data: Until you withdraw consent or we determine it is no longer relevant
- Financial records: 7 years from the end of the financial year

Under data protection law, you have the right to:

- **Access** your personal data and receive information about our processing
- **Rectify** inaccurate or incomplete data
- **Erase** your data in certain circumstances
- **Restrict** processing of your data
- **Data portability** in certain circumstances
- **Object** to processing based on legitimate interests
- **Withdraw consent** where processing is based on consent
- **Lodge a complaint** with the Information Commissioner's Office (ICO)



To exercise your rights, contact us using the details above. We will respond within one month of receiving your request.

We implement appropriate technical and organisational measures to protect your personal data against unauthorised access, alteration, disclosure, or destruction. These include:

- Secure data storage systems
- Access controls and authentication
- Regular security assessments
- Staff training on data protection
- Encryption of sensitive data

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We may send you information about our services, events, and relevant content. You can:

- Opt out at any time using unsubscribe links in our emails
- Contact us to update your communication preferences
- Manage your preferences through your account (where applicable)

We may update this GDPR Statement to reflect changes in our practices or legal requirements. We will notify you of significant changes by posting the updated statement on our website and, where appropriate, by direct communication.

If you have questions about this GDPR Statement or how we handle your personal data, please contact us:

### **Caroline Mason Coaching**

**Email:** caroline@carolinemasoncoaching.co.uk

**Website:** <https://www.carolinemasoncoaching.co.uk>

For data protection complaints, you can also contact the Information Commissioner's Office (ICO) at <https://ico.org.uk> or telephone 0303 123 1113.