

Privacy Policy

Caroline Mason Coaching

Effective Date: 3 October 2025

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

Caroline Mason Coaching ("we", "us", "our") is committed to protecting your privacy and personal information. This Privacy Policy explains how we collect, use, store, and protect your personal data when you use our services, visit our website, or interact with us.

We are the data controller for the personal information we collect about you. Our registered address is available upon request.

2.1 Personal Information

We may collect the following personal information:

- **Contact Details:** Name, email address, phone number, postal address
- **Professional Information:** Job title, company name, professional background
- **Health and Wellbeing Information:** Health conditions, dietary requirements, accessibility needs (for retreats and coaching sessions)
- **Communication Records:** Records of our conversations, session notes, email correspondence
- **Payment Information:** Billing address, payment method details (processed securely through third-party payment providers)
- **Website Usage:** IP address, browser type, pages visited, cookies and similar technologies

2.2 Special Category Data

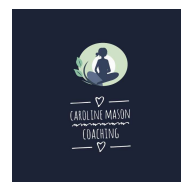
For coaching services and retreats, we may collect sensitive personal data including:

- Health information relevant to your participation in our programmes
- Information about your mental health and wellbeing (where relevant to coaching)

3.1 Lawful Basis

We process your personal data under the following lawful bases:

- **Contract:** To provide coaching services, workshops, and retreats you have booked



- **Legitimate Interest:** To improve our services, communicate with you, and run our business effectively
- **Consent:** For marketing communications and processing special category data
- **Legal Obligation:** To comply with tax, accounting, and other legal requirements

3.2 Purposes

We use your personal information to:

- Provide coaching, training, and retreat services
- Communicate with you about bookings, sessions, and service updates
- Process payments and manage financial records
- Ensure your safety and wellbeing during in-person services
- Improve our services and develop new offerings
- Send you relevant information about our services (with your consent)
- Comply with legal and regulatory obligations
- Maintain records for professional coaching standards

We do not sell your personal information to third parties. We may share your information with:

- **Service Providers:** Payment processors, booking systems, website hosting providers, and other trusted partners who help us deliver our services
- **Professional Bodies:** Where required for coaching accreditation or supervision
- **Legal Requirements:** When required by law, court order, or regulatory authorities
- **Emergency Situations:** To protect your vital interests or those of others

All third parties are required to maintain appropriate security measures and use your information only as instructed.

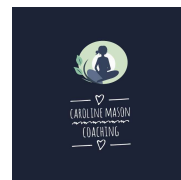
5.1 Security Measures

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

- Secure data transmission and storage
- Access controls and authentication
- Regular security assessments
- Staff training on data protection

5.2 International Transfers

Your personal data is primarily stored within the UK. If we transfer data internationally, we ensure appropriate safeguards are in place under UK GDPR.



We retain your personal information for as long as necessary to:

- Fulfil the purposes outlined in this policy
- Comply with legal obligations (typically 7 years for financial records)
- Maintain professional coaching records (typically 7 years after service completion)
- Resolve disputes and enforce agreements

We regularly review and securely delete data that is no longer needed.

Under UK GDPR, you have the following rights:

- **Access:** Request a copy of your personal data
- **Rectification:** Correct inaccurate or incomplete information
- **Erasure:** Request deletion of your personal data in certain circumstances
- **Restriction:** Limit how we process your personal data
- **Portability:** Receive your data in a structured, machine-readable format
- **Objection:** Object to processing based on legitimate interests or for direct marketing
- **Withdraw Consent:** Where processing is based on consent, you may withdraw it at any time

To exercise these rights, please contact us using the details below. We will respond within one month.

Our website uses cookies and similar technologies to:

- Ensure the website functions properly
- Analyse website usage and improve user experience
- Remember your preferences

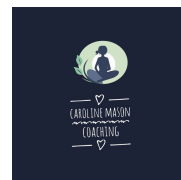
You can manage your cookie preferences through your browser settings. For more information, see our Cookie Policy.

With your consent, 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
- Update your preferences by contacting us
- Withdraw consent without affecting other services

We may update this Privacy Policy periodically to reflect changes in our practices or legal requirements. We will notify you of significant changes by:

- Posting the updated policy on our website
- Sending email notifications for material changes
- Updating the "Effective Date" at the top of this policy



Our services are not intended for individuals under 18 years of age. We do not knowingly collect personal information from children.

For questions about this Privacy Policy or to exercise your rights, please contact us:

Caroline Mason Coaching

Email: caroline@seedstothrive.com

Phone: +447968501954

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

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO):

- Website: <https://ico.org.uk>
- Phone: 0303 123 1113

As a professional coach, Caroline Mason adheres to the ethical guidelines of the International Coaching Federation (ICF) and other relevant professional bodies regarding confidentiality and data protection.

As a professional Compassionate Leader Trainer, Caroline Mason adheres to the Centre For Compassionate Leadership (CFCL) Teacher Competencies and confidentiality and data protection.

This Privacy Policy forms part of our commitment to protecting your privacy and maintaining the highest professional standards in our coaching and leadership development services.