

## PRIVACY POLICY – M COACH

### Introduction

M-Coach ("we", "our", "us") is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website ([www.m-coach.co.uk](http://www.m-coach.co.uk)), as well as your rights and choices regarding such information. Please read this policy carefully to understand our views and practices regarding your personal data.

### Information We Collect

We may collect and process the following data about you:

- **Personal Identification Information:** Name, email address, phone number, and other contact details.
- **Professional Information:** Job title, company name, and professional background.
- **Financial Information:** Payment details, bank account information, or other billing details when you make purchases or transactions.
- **Technical Data:** IP address, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access this website.
- **Usage Data:** Information about how you use our website, products, and services.
- **Marketing and Communications Data:** Your preferences in receiving marketing from us and your communication preferences.

### How We Use Your Information

We use the information we collect in the following ways:

- **To Provide and Improve Services:** To deliver coaching services, process transactions, and manage customer relationships.
- **To Personalise User Experience:** To understand how our users use our services and to improve and personalise their experience.
- **To Communicate with You:** To send administrative information such as information about changes to our terms, conditions, and policies, and to send you marketing communications that may be of interest to you.
- **To Manage Payments:** To process your financial transactions securely.
- **To Comply with Legal Obligations:** To ensure compliance with applicable laws and regulations.

### Sharing Your Information

We do not sell, trade, or otherwise transfer your personal data to third parties except in the following circumstances:

- **Third-Party Processors:** Our carefully selected partners and service providers may process personal information about you on our behalf as described below;
- **Digital Marketing Service Providers**
- We periodically appoint digital marketing agents to conduct marketing activity on our behalf, such activity may result in the compliant processing of personal information. Our appointed

data processors include; Prospect Global Ltd (trading as Sopro) Reg. UK Co. 09648733. You can contact Sopro and view their privacy policy here: <http://sopro.io>. Sopro are registered with the ICO Reg: ZA346877 their Data Protection Officer can be emailed at: [dpo@sopro.io](mailto:dpo@sopro.io).”

- **Legal Requirements:** We may disclose your information where we are legally required to do so in order to comply with applicable law, governmental requests, or judicial proceedings.
- **Business Transfers:** In the event of a merger, acquisition, or any form of sale of some or all of our assets, personal data held by us about our customers will be among the assets transferred to the buyer.

## Data Security

We use appropriate technical and organisational measures to protect the personal data that we collect and process about you. While we take reasonable steps to secure your information, please be aware that no security measures are perfect or impenetrable.

## Your Data Protection Rights

Under the General Data Protection Regulation (GDPR), you have the following rights:

- **Access:** You have the right to request copies of your personal data.
- **Rectification:** You have the right to request that we correct any information you believe is inaccurate or incomplete.
- **Erasure:** You have the right to request that we erase your personal data under certain conditions.
- **Restriction:** You have the right to request that we restrict the processing of your personal data under certain conditions.
- **Objection:** You have the right to object to our processing of your personal data under certain conditions.
- **Data Portability:** You have the right to request that we transfer the data that we have collected to another organisation, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us at [mark@m-coach.co.uk](mailto:mark@m-coach.co.uk).

## Changes to This Privacy Policy

We may update our Privacy Policy from time to time. Any changes we make will be posted on this page with an updated revision date. We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information.

## Contact Us

If you have any questions about this Privacy Policy, please contact us:

By Email: [mark@m-coach.co.uk](mailto:mark@m-coach.co.uk)