**Privacy Policy**

Last Updated: 29/06/2025

Welcome to Aequilibrium Life Coaching (“we,” “us,” or “our”). Your privacy is important to us. This Privacy Policy explains how we collect, use, and protect your personal data when you engage with our life coaching services, visit our websitehttps://www.aequilibriumlifecoaching.com/, or otherwise interact with us.

We are committed to handling your personal data in accordance with the UK General Data Protection Regulation (“UK GDPR”) and the Data Protection Act 2018.

1. **Who We Are**

Business Name: Aequilibrium Life Coaching

Email: sara.coaching@outlook.com

Website: https://www.aequilibriumlifecoaching.com/

For the purposes of data protection law, we are the Data Controller of your personal data.

1. **What Personal Data We Collect**

We may collect and process the following types of personal data:

* Identity & Contact Data
* Full name
* Address
* Email address
* Telephone number
1. **Coaching & Wellbeing Data**

Information you choose to share during coaching sessions, including health, lifestyle, emotional wellbeing, goals, or other sensitive data.

* Note: This may include “special category data” under UK GDPR (e.g. health information).
1. **Financial Data**

Payment details (processed securely via third-party payment providers; we do not store full card numbers).

* Technical & Usage Data
* IP address
* Browser type
* Device information
* Website usage data (via cookies and analytics tools)

Communications Data

Records of communications between you and us (emails, messages, session notes)

1. **How We Use Your Data**

We process your data for the following purposes:

* Providing and managing life coaching services
* Managing bookings and appointments
* Responding to your enquiries
* Maintaining accurate client records
* Processing payments
* Improving our services and website
* Sending newsletters or updates if you have consented
* Complying with legal or regulatory obligations
1. **Legal Basis for Processing**

Under UK GDPR, we must have a lawful basis for processing your personal data. We rely on:

**Contract**: Processing necessary to provide our services to you.

**Consent**: For sending newsletters or processing sensitive data like health information.

**Legal Obligation**: Compliance with legal or regulatory requirements.

**Legitimate Interests**: For running and improving our business (unless overridden by your rights).

For special category data (e.g. health data), we rely on your explicit consent or other applicable legal grounds under Article 9 UK GDPR.

1. **Sharing Your Data**

We may share your personal data with:

* Service providers (e.g. payment processors, scheduling software) who help us operate our business.
* Professional advisors (e.g. accountants, legal advisors).
* Regulators or authorities where required by law.
* We do not sell or trade your personal data.
1. **International Transfers**

Generally, we keep your data within the UK or European Economic Area (EEA). If we transfer your data outside the UK or EEA, we ensure appropriate safeguards are in place, such as standard contractual clauses approved by the UK ICO.

1. **Data Security**

We take reasonable steps to protect your data, including:

* Secure systems and encrypted storage
* Access controls
* Confidentiality agreements with service providers

However, no system is completely secure. We cannot guarantee absolute security of your data.

1. **Data Retention**

We keep your personal data only as long as necessary for:

* Providing services
* Fulfilling our legal and regulatory obligations
* Managing our business operations

Typically, we retain coaching records for up to 2 years after your last session, unless we are required by law to keep them longer.

1. **Your Rights**

Under UK GDPR, you have rights including:

**Access**: Request a copy of your personal data.

**Rectification**: Ask us to correct inaccurate or incomplete data.

**Erasure**: Request deletion of your data in certain circumstances.

**Restriction**: Ask us to restrict processing.

**Data Portability**: Receive your data in a structured, machine-readable format.

**Object**: Object to processing in certain situations.

**Withdraw Consent**: Where we rely on consent, you may withdraw it at any time.

To exercise these rights, please contact us at sara.coaching@outlook.com.

1. **Children’s Privacy**

Our services are not directed at individuals under 18. We do not knowingly collect personal data from children.

1. **Changes to This Policy**

We may update this Privacy Policy periodically. The latest version will always be posted on our website.

1. **How to Contact Us**

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

Aequilibrium Life Coaching

Email: sara.coaching@outlook.com

If you have concerns about how we handle your data, you also have the right to complain to the Information Commissioner’s Office (ICO):

Website: [www.ico.org.uk](http://www.ico.org.uk)

Phone: 0303 123 1113