



## **Privacy Policy Leanne Davies Marketing, 1st February 2025**

**ICO Registration number: ZB505911**

### **1. INTRODUCTION**

This Privacy Notice sets out how Leanne Davies Marketing uses and protects any information that you give Leanne Davies Marketing when you use this website.

Leanne Davies Marketing committed to ensuring that your privacy is protected, should we ask you to provide certain information by which you can be identified when using this website. You can then be assured that it will only be used in accordance with this Privacy Notice. Our Privacy Notice explains in detail the types of data we may collect about you and how we will use and store your personal data.

Leanne Davies Marketing may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 1st April 2024.

### **2. WHO ARE 'LEANNE DAVIES MARKETING'?**

Leanne Davies Marketing offers coaching, mentoring and business support services. We support female business owners to build their personal brand and connect with their community to attract their ideal clients. Our business address is: Leanne Davies Marketing, 71-75 Shelton Street, London WC2H 9JQ.

### **3. WHEN DO WE COLLECT YOUR PERSONAL DATA?**

We collect data when you:

- Opt in to receive our newsletter
- Write a review on the site
- Post a comment about a blog
- Send us an email
- Interact with us on social media
- Call us

The personal data that we collect from you will vary depending on the specific purpose.

### **4. WHAT PERSONAL DATA DO WE COLLECT?**

The type of personal information that we may collect from you includes:

- First & last name
- Phone number

- Email
- IP address
- Photographs or digital images with your consent
- How we communicate with you and any preferences that you have
- Social media profiles

## 5. HOW DO WE USE THE PERSONAL INFORMATION WE COLLECT?

	<b>What We Use Your Personal Information For</b>	<b>How Do We Use Your Personal Information</b>	<b>What is the Legal Basis That We Use to Process Your Information</b>
1.	To send you a copy of our current newsletter.	We use your personal information (email) to send the current copy of our newsletter to your inbox.	Consent, you have requested that we do this.
2.	To develop our products and services and to ensure that the website content is up to date, relevant and appealing.	We use your personal information to determine your likes, dislikes and needs, this may come from the comments and requests that have appeared on the site.	Legitimate interest, it is in our legitimate interests to develop and enhance the products and services that we offer to you and to keep our website up to date with relevant information.
3.	To manage your account on the site.	We use your personal information to ensure that you receive the benefits and services that are on offer and that they are of interest to you.	Legitimate interest, it is our and your legitimate interests to develop, enhance, provide and market suitable products to you.
4.	For marketing products, events and services to you.	<p>We use your personal information (email, post or social media) to ensure that you know about the services that we offer.</p> <p>You have the right to object and / or opt out of any of these marketing channels at any time.</p>	Legitimate interest, it is within our and your legitimate interest to ensure that you know everything that is going on within the site and the community; this will mean that you have the best experience. By doing this we are able to market and develop services that we know are of interest to you, which means that you will have a source of services which you want.
5.	To manage your order, to provide you with the services	We use your personal information to complete and send your order to you.	Contract, we are performing our contractual obligations.

	<p>Your payment is processed via XERO  <a href="https://www.xero.co.uk/uk/legal/privacy/">https://www.xero.co.uk/uk/legal/privacy/</a></p> <p>Your payment is processed via STRIPE  <a href="https://stripe.com/gb/privacy">https://stripe.com/gb/privacy</a></p> <p>Your payment is processed by PayPal  <a href="https://www.paypal.com/webapps/mpp/ua/privacy-full">https://www.paypal.com/webapps/mpp/ua/privacy-full</a></p>		
6.	To process returns and returns for services if required.	We use your personal details Name, Email, and Phone to check your order and ensure that you receive the refund you are owed.	Contract, we are performing our contractual and statutory obligations.
7.	To respond to any correspondence, you enter into with us, to provide you with the information you have requested.	We use your personal information (Email) to respond to any comments, queries or complaints.	Legitimate interest, it is within both yours and our legitimate interest to be able to provide you with good customer service.
8.	To protect you and Leanne Davies Marketing against fraudulent transactions and ensure the security of our site.	We process your personal information and where appropriate your IP address to protect against fraudulent transactions.	Legitimate interest, we use legitimate interest to process your information to protect Leanne Davies Marketing and you against fraudulent transactions. To prevent our business and your personal data from fraudulent activities. To allow us to verify your identity if we are required to do so, to be able to comply with laws and regulations. We do this as part of our business interest. To comply with our legal obligations and to share data with law enforcement if required to do so.
9.	To gather feedback, reviews and comments on the services we sell, the blog posts that we	We will collect personal information when you post your feedback and comments about services, blog posts and activities.	Legitimate interest, we would use legitimate interest to develop and enhance the site, how it operates and what it is able to offer.

	write and the activities that our site offers.		
10.	To ensure that the content on our site is presented in the most useful way.	We may use your personal information which could include your IP address to measure ways in which you use our website, we could analyse the effectiveness of our site. This can allow us to structure the content and the services we offer. We would normally use cookies for this purpose.	Consent, as appropriate we would ask for your consent to use these cookies before processing.

## 6. HOW LONG DO WE KEEP YOUR PERSONAL INFORMATION?

Your data is retained by Leanne Davies Marketing for as long as is necessary for the purpose that it was collected for. We will use your data to send you details of services that you may be interested in. If you wish to stop receiving marketing emails from us, simply use the 'unsubscribe' link and marketing emails will cease, please note that this may take up to 10 days. We will retain your details in a suppression list within our marketing platform. 'MailChimp', their privacy policy is [here](#), this will ensure that you are not contacted by us again unless you request us to do so.

We are obliged to keep certain data to fulfill certain legal obligations and matters of record keeping e.g. financial records which we are required to keep for 6 years. Any data that is retained is minimised to ensure that we are only keeping that which is required. We will securely delete all data when it is no longer required.

## 7. SHARING YOUR PERSONAL DATA

If you are a customer, we will transfer your details to third parties and contractors to assist with the provision of services to you e.g. we will pass your details to our fulfillment, packing and delivery companies in order that we are able to fulfill our contract with you and deliver the products that you have ordered from us. We use third party payment organisations, who will collect and process your financial details. **As we are not currently selling products on the website this is not applicable as of 1st February 2025 however this may change in the future. Please refer back to this document for updated information.**

We contract with Squarespace to facilitate the operations of our site ("service providers") such as to manage the analytics information about usage of the Site. We use Zapier, MailerLite and EmailOctopus to send you a copy of our newsletter **if** you have signed up and opted in to this service. Our service providers will be given access to your information only as described above and as is reasonably to provide the services for which they are contracted. You can read the relevant privacy policies for these third parties here: [Squarespace](#), [Zapier](#), [EmailOctopus](#) [MailerLite](#)

If you are an existing customer, we may share your details with companies who perform marketing for us. (You can ask us not to use your data for this purpose).

Anonymous information that is automatically collected is used to support the internal operation of the Site. This information is collected through Squarespace's analytics tools. Internal operations include the following:

- to monitor metrics such as total number of visitors and traffic
- To understand which activities and services are most popular
- To understand the pages where visitors enter the Site and the pages viewed
- To reduce the repetition in the promotional messages that users see on the site
- To understand generally the location of our users (e.g. postcode information)
- To recognise the browsers used to visit the Site, so that the content is adapted for the relevant browser
- To diagnose and fix technology issues

Leanne Davies Marketing will never pass on your personal details to other organisations for their use, except when we have your express permission to do so or when the law requires it. An example of this would be the International Coaching Federation asking Leanne Davies Marketing to verify and prove coaching hours. In this case you will give express permission by signature to us in your service contract and we will then ask a second time by email should this occur. We do not sell your or swap your personal data, however where applicable we share your information with subcontractors and suppliers. Staff, consultants and service providers acting on our behalf may be allowed to access your personal data; we will only allow them to do this at our explicit instruction and for an exact purpose. With all third-party suppliers we have reviewed their policies and procedures and are content with the level of their GDPR compliance, where necessary a Data Sharing Agreement will be in place, we will be satisfied that their systems are secure. In the event that we stop using a supplier, any of your data that they hold will be securely deleted. We may need to disclose your personal data upon request to regulatory and government bodies as well as law enforcement agencies.

## **8. YOUR RIGHTS**

The GDPR provides the following rights for the individual.

1	The right to be informed, you have the right to know about the collection and use of your personal data.
2	Request access to your personal data that we hold on you; this will be free of charge unless the request is unreasonable or unduly difficult. If you want to access your personal data, please let us have details of the personal data you want to see and proof of your identity by email to: <a href="mailto:hello@leannedaviescoaching.com">hello@leannedaviescoaching.com</a>
3	Request correction of your personal data if it is out of date, or is incorrect.
4	Request erasure of your personal data from our records, this can be done in certain circumstances.

5	Restrict processing of your personal data. You have a right to require us to stop processing your personal data in a particular way, this may only happen in certain circumstances.
6	Portability of your data, you may wish to request a copy of your data and take it elsewhere.
7	Object to the processing of your data in a certain way, you can stop your personal details being used for direct marketing.
8	Automated processing, individuals have the right to object to a decision based totally on automated processing.

If you wish to withdraw your consent to the collection and processing of your data, contact us using the details in section 14. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal. You are responsible for the accuracy of your personal data, please let us know if it needs to be updated.

If you feel that your data is not being managed in an appropriate manner you can raise a concern with the ICO. You can also find general information from the ICO

<https://ico.org.uk/for-the-public>

## **9. MARKETING & COMMUNICATIONS**

We could use your information to inform you about third parties offering products or services which we think you may find interesting or about the products and services we offer. We would contact you by post, telephone (unless you are registered with the TPS) or by email, we would only do this if you have given us your consent to do so. If you are already a customer then we may contact you about the products and services that we offer that we think would be of interest to you, we would do this as part of our legitimate interest. You are free to opt out or unsubscribe from any marketing communication at any time or you may withdraw your consent.

We will use the information you provide to send you newsletters about Leanne Davies Marketing. If you change your mind at any time, you can email us at [hello@leannedaviesmarketing.co.uk](mailto:hello@leannedaviesmarketing.co.uk) or by clicking the 'Unsubscribe' link at the bottom of any of these newsletters. By clicking the sign up button you agree that we are able to process your information in accordance with these terms. We use Octopus and MailerLite as our email marketing application with Zapier as the third party application. When clicking to sign up to any of my newsletters, you give permission that your information will be transferred through Zapier to Octopus or MailerLite for processing.

## **10. COOKIES**

A cookie is a small file of letters and numbers that is downloaded onto your computer when you visit a website. Cookies are used by many websites and can do a number of things, e.g. remembering your preferences, recording what you have put in your shopping basket, analyse traffic to our website, to help with the security of our website, to allow you to log in to the site and to gain consent where appropriate.

Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

Overall, cookies help us provide you with a better website service, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website. To find out more about cookies go to [www.aboutcookies.com](http://www.aboutcookies.com) you can view our Cookie Policy on our main website under 'Privacy and Disclosures'

## **11. SECURITY**

We are committed to ensuring that your information is safe and secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online. Payments made to our site are processed by a secure third party; we do not use or store your financial information.

## **12. LINKS TO OTHER WEBSITES**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

## **13. CHILDREN**

Our website is not intended for individuals under 16 years of age. We do not intentionally collect personal information from individuals under 16 years of age.

## **14. HOW TO CONTACT US**

If you have any questions or queries about how we collect and use your data, please feel free to contact us:

By email: [hello@leannedaviesmarketing.co.uk](mailto:hello@leannedaviesmarketing.co.uk)

By mail: The Data Manager, Leanne Davies Marketing, 71 – 75 Shelton Street, London WC2H 9JQ