**Privacy and Data Protection Policy**

**Introduction**  
Shona Goodall Success and Leadership Coaching (“we,” “our,” “us”) is committed to protecting your privacy and ensuring the security of your personal information. This policy outlines how we collect, use, store, and protect your data in compliance with applicable data protection laws, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

By using our services or accessing our website, you agree to the terms of this policy.

**1. Data We Collect**  
We may collect the following types of personal data:

* **Personal Identification Information**: Name, address, email, phone number.
* **Payment Information**: Billing address and transaction details (processed securely through a third-party payment provider).
* **Coaching Information**: Notes, assessments, and goals shared during sessions.
* **Website Data**: IP address, browser type, and activity on our site (via cookies and analytics tools).

**2. How We Use Your Data**  
We use your data to:

* Provide coaching services and personalize your experience.
* Process payments and manage your account.
* Communicate with you regarding appointments, resources, and updates.
* Comply with legal obligations.

We will never sell or rent your personal information to third parties.

**3. How We Protect Your Data**  
We implement a range of technical and organizational measures to safeguard your data, including:

* Encrypted storage of digital data.
* Secure password-protected access to systems.
* Regular review and updates to data protection practices.

**4. Sharing Your Data**  
We only share your personal data when necessary to provide our services or comply with legal obligations. This may include:

* Sharing data with payment processors or IT service providers (all of whom are compliant with relevant regulations).
* Disclosing data if required by law or to protect our rights.

**5. Your Rights**  
You have the following rights under data protection law:

* **Access**: Request a copy of the personal data we hold about you.
* **Correction**: Request that we correct or update your information.
* **Erasure**: Request deletion of your data, subject to any legal or contractual obligations.
* **Objection**: Object to certain types of data processing, such as marketing communications.

To exercise any of these rights, please contact us at [your email address].

**6. Retention of Data**  
We retain personal data only as long as necessary to fulfill the purposes outlined in this policy or to comply with legal requirements.

**7. Cookies and Website Analytics**  
Our website uses cookies to enhance your browsing experience. You can manage cookie preferences through your browser settings. For more information, please see our [Cookie Policy].

**8. Changes to This Policy**  
We may update this policy from time to time. Any changes will be posted on our website, and significant updates will be communicated to you directly.

**9. Contact Us**  
If you have any questions or concerns about this policy or your data, please contact:

hello@shonagoodall.com