



Privacy Policy

Introduction

Your privacy is important to me. It is my policy to respect your privacy regarding any information I may collect from you.

This privacy policy applies to all services as a consultant, a coach or mentor and any other services provided under Melissa Kate Maynard or Melissa Maynard Heritage either paid or voluntary.

It contains important information on who I am and how and why I collect, store, use and share your personal information. It also explains your rights in relation to your personal information and how to contact me or supervisory authorities in the event you have a complaint.

I collect, use and am responsible for certain personal information about you. When I do so I am subject to data protection laws which apply across the European Union and the United Kingdom and I am responsible as 'controller' of that personal information for the purposes of those laws.

By providing us with your data, you warrant to us that you are over 13 years of age.

You are free to refuse my request for your personal information, with the understanding that I may be unable to provide you with some of your desired services.

Who am I?

I am a sole trader, trading under Melissa Maynard Heritage. If you need to contact me you can do so by:

- Telephone: 07983 467544
- email: melissakate@melissamaynardheritage.co.uk

As a coach and mentor, I am a member of the European Mentoring and Coaching Council and as such abide by their Code of Ethics https://emccuk.org/Public/Accreditation/Global_Code_of_Ethics.aspx

What information do I collect?

I only ask for personal or business information when I truly need it to provide a service to you. I collect it by fair and lawful means, with your knowledge and consent. I also let you know why I'm collecting it and how it will be used.

You will have provided information to enable the services contracted, which may include:

- Personal and/or professional contact details
- Information related to your business not in the public domain
- Information required to complete the agreed upon services

- You may disclose special categories of personal data to me during a coaching-mentoring session
- Data may be collected from third parties, including SurveyMonkey, and as part of contracted work on behalf of another organisation

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- **Identity Data** includes first name, last name, username or similar identifier, title, date of birth and gender.
- **Contact Data** includes billing address, delivery or postal address, email address and telephone numbers.
- **Financial Data** includes bank account and payment card details.
- **Transaction Data** includes details about payments to and from you and other details of products and services you have purchased from us.
- **Marketing and Communications Data** includes your preferences in receiving marketing from us and our third parties and your communication preferences.

I may also collect, use and share Aggregated Data such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity.

How do I use personal information?

Personal and business information will be only be used to fulfil agreed upon services and coaching & mentoring. This may include:

- personalisation of content, business information or user experience
- account set up and administration
- delivering marketing and events communication
- carrying out polls and surveys
- providing goods and services, including the use of communication tools such as WhatsApp, Zoom, Skype and Padlet.
- legal obligations (eg prevention of fraud)

Sensitive Data

Sensitive data refers to data that includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data, and criminal convictions and offences.

I do not collect any sensitive data about you.

Your duty to inform us of changes

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

Website and Third-party links

My website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. I do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy policy or notice of every website you visit.

I utilize Complianz Privacy Suite on my website to ensure that it is UK-GDPR compliant.

What legal basis do I have for processing your personal data?

There are six legal basis for processing personal data.

I process yours on the basis of:

- a) contract in relation to the personal data;
- b) consent in relation to the special categories of personal data; and
- c) vital interests where we need to share your information in case of an emergency

When do I share personal data?

All information regarding personal and business data is held confidentially and I don't share any personally identifying information publicly or with third-parties, except when required to

- when acting on behalf of another organisation and information is collected and stored under their privacy policy
- under law and to prevent unlawful acts
- when explicit consent by you has been gained
- if any safeguarding concerns have been disclosed
- (in coach-mentor programmes) in the case of emergency if I reasonably believe that your mental or physical health requires urgent treatment in which case I may disclose information to the emergency services, your doctor or other health professional

Marketing

I strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising. My lawful ground for processing your personal data to send you marketing communications is either your consent or our legitimate interests (namely to grow our business).

Under the Privacy and Electronic Communications Regulations, I may send you marketing communications from me if (i) you made a purchase or asked for information from us about our goods or services or (ii) you agreed to receive marketing communications and in each case you have not opted out of receiving such communications since. Under these regulations, if you are a limited company, I may send you marketing emails without your consent. However you can still opt out of receiving marketing emails from us at any time.

Promotional offers from us

I may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. This is how I decide which products, services and offers may be relevant for you (I call this marketing).

You will receive marketing communications from me if you have requested information from me or purchased goods or services from me and, in each case, you have not opted out of receiving that marketing.

Opting out

You can ask me or third parties to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you or by emailing me at melissakate@melissamaynardheritage.co.uk at any time.

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to me as a result of a product/service purchase, warranty registration, product/service experience or other transactions.

Change of purpose

I will only use your personal data for the purposes for which I collected it, unless I reasonably consider that I need to use it for another reason and that reason is compatible with the original purpose. Please note that I may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

Where do I store and process personal data?

What data I store, I protect to prevent loss and theft, as well as unauthorised access, disclosure, copying, use or modification.

How long do I keep your personal data for?

I only retain collected information for as long as necessary to provide you with your requested service:

- I keep your contact details for a period of 6 years for accountancy and tax purposes.
- I delete or destroy any special category information provided by you during a coach-mentor session or confidential business information at the end of a service agreement period.

Your rights in relation to personal data

You have the following rights under data protection legislation:

- The right of access
- The right to rectification
- The right to be forgotten
- The right to restrict processing
- The right to data portability
- The right to object

You can find out more about these rights by going to <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

How to contact me

You can contact me by emailing melissakate@melissamaynardheritage.co.uk or by telephoning 07983 467544.

If I'm unable to resolve a complaint to your satisfaction, you can complain to the Information Commissioner's Office. You can contact the Information Commissioner's Office on their helpline on 0303 123 1113 or you can live chat them on their website <https://ico.org.uk/concerns/>

No fee usually required

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, I may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, I may refuse to comply with your request in these circumstances.

Changes to this privacy policy

I may change this privacy policy from time to time – when I do I shall inform you via my website.