



PRIVACY NOTICE

K3UK Coaching Ltd

Last Updated: August 2025

1. INTRODUCTION

K3UK Coaching Ltd ("Company," "we," "us," or "our") is committed to protecting your personal information and privacy rights. This Privacy Policy explains how we collect, use, store, and protect your information when you use our services.

Company Details:

- **Name:** K3UK Coaching Ltd
- **Registration:** Scotland Company Number SC662044
- **Registered Address:** Rotheinorman, Inverurie, AB51 8YD, Scotland
- **Clinic Address:** K3UK Coaching, Rothienorman, Inverurie, AB51 8YD, Scotland
- **Contact:** info@k3ukcoaching.com
- **Website:** www.k3ukcoaching.com

For questions about this Privacy Policy or data practices, contact us using the information above.

2. INFORMATION WE COLLECT

2.1 Personal Information You Provide

Account Registration & Service Enrollment:

- Name, email address, phone number
- Date of birth and gender (when relevant)



- Address and postcode
- Professional background and current role
- Goals, challenges, and transformation interests
- Emergency contact information

Health & Wellness Information:

- PARQ (Physical Activity Readiness Questionnaire) responses
- Health history and current conditions
- Lifestyle factors affecting wellness programs
- Physical limitations or considerations
- Mental health history (when relevant for service safety)

Coaching & Transformation Data:

- Assessment responses and personal insights
- Session notes and progress tracking
- Belief system evaluations and breakthrough moments
- Goal setting and achievement tracking
- Communication preferences and needs

Payment Information:

- Billing details (processed securely by Stripe)
- Payment preferences and history
- Refund requests and resolution details

2.2 Information Collected Automatically

Website & App Usage:

- IP address and approximate location
- Browser type, version, and device information
- Pages visited, time spent, and interaction patterns
- Referral sources and marketing attribution
- Login history and feature usage

Communication Data:

- Email engagement (opens, clicks, responses)
- WhatsApp interactions via Go High Level



- Social media engagement on our platforms
- Response patterns to automated communications

2.3 Information from Third Parties

- Payment confirmations from Stripe
 - Social media interactions (Facebook, Instagram, LinkedIn, TikTok)
 - Email marketing engagement data (Wix, MailerLite)
 - Referral information from other professionals or clients
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3. HOW WE USE YOUR INFORMATION

3.1 Service Delivery

- Provide coaching, training, certification, and therapy services
- Customize programs to your specific needs and goals
- Track progress and provide personalized recommendations
- Schedule and conduct online and in-person sessions
- Deliver program materials and resources
- Facilitate community participation and peer support

3.2 Communication & Support

- Send appointment reminders and program updates
- Provide educational content and transformation resources
- Respond to questions and provide technical support
- Deliver automated WhatsApp sequences via Go High Level
- Share relevant insights and breakthrough strategies

3.3 Business Operations

- Process payments securely through Stripe
- Maintain accurate records for legal and professional compliance
- Improve services based on usage patterns and feedback
- Develop new programs and methodologies
- Schedule social media content via Postoplan
- Conduct internal analytics for service enhancement



3.4 Marketing & Community Building

With Your Consent:

- Send newsletters and educational emails via Wix/MailerLite
- Notify about new programs and exclusive offerings
- Share transformation stories (anonymized) for inspiration
- Invite to special events and community gatherings
- Provide access to free resources (Success Trap Guide, North Star Playbook)

Community Engagement:

- Facilitate private Facebook community participation
 - Enable mobile app community features
 - Create connections between like-minded transformation seekers
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4. LEGAL BASIS FOR PROCESSING (GDPR COMPLIANCE)

4.1 Contract Performance

Processing necessary to deliver services you've purchased, including coaching sessions, program materials, community access, and ongoing support.

4.2 Legitimate Interests

- Improving service quality and user experience
- Business development and methodology refinement
- Security, fraud prevention, and service protection
- Direct marketing to existing clients (with easy opt-out)
- Professional development and continuing education

4.3 Consent

- Email marketing to prospects and community members
- Testimonial and transformation story usage
- Social media marketing and engagement
- Optional data collection for enhanced personalization



4.4 Legal Obligation

- Compliance with professional body requirements (CMA, ICSOC, IAO, CPD, CTAA, IAPC, Quality Licence Scheme)
 - Financial record keeping and regulatory compliance
 - Health and safety reporting when required
 - Response to legal requests and safeguarding requirements
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5. HOW WE SHARE YOUR INFORMATION

5.1 We Never Sell Personal Data

We never sell, rent, or trade personal information to third parties for marketing purposes.

5.2 Essential Service Providers

Technology Platforms:

- **Wix:** Website hosting and client portal (with privacy protections)
- **Zoom:** Video session delivery (encrypted communications)
- **Google Drive:** Secure file storage and sharing (with client consent)
- **Stripe:** Payment processing (PCI-compliant security)
- **Go High Level:** WhatsApp automation and client communication
- **MailerLite:** Email marketing (with strict data agreements)
- **Postoplan:** Social media scheduling (no personal data shared)

Professional Support:

- Accountants and legal advisors (when necessary for compliance)
- Professional supervisors (for continuing education requirements)
- Insurance providers (for liability coverage)

5.3 Community Platforms

- Private Facebook groups (subject to Facebook's privacy policy)
- Mobile app communities (Wix-hosted with privacy protections)
- Information shared only with explicit consent and community guidelines



5.4 Legal Requirements

We may disclose information when legally required:

- Court orders or legal processes
- Professional body investigations
- Safeguarding requirements
- Prevention of fraud or illegal activities

5.5 Business Transfers

In business sale/merger events, personal data may transfer under equivalent privacy protections.

6. DATA SECURITY & STORAGE

6.1 Storage Locations

With your explicit consent, client information is stored:

- **Website platform** (Wix-hosted with security protections)
- **Google Drive** (encrypted cloud storage with access controls)
- **Secure mobile devices** (password-protected with encryption)
- **Go High Level** (for communication automation and client management)

6.2 Security Measures

- **Technical Safeguards:** SSL encryption, secure servers, regular updates, access controls
- **Organizational Safeguards:** Staff confidentiality agreements, limited access, security training
- **Physical Safeguards:** Secure storage of physical records, locked filing systems

6.3 Data Retention

- **Active Clients:** Throughout service delivery plus 7 years for business records
- **Program Materials:** Lifetime access as promised (CBD, etc.)
- **Marketing Data:** Until unsubscribe or deletion request
- **Health Records:** 7 years minimum (professional requirement)
- **Financial Records:** 7 years (HMRC requirement)



6.4 International Transfers

Some service providers may process data outside UK/EU. When this occurs:

- Adequate protection through approved transfer mechanisms
 - Equivalent data protection standards required
 - Standard Contractual Clauses used where applicable
 - Your rights remain protected regardless of processing location
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7. YOUR PRIVACY RIGHTS (GDPR)

7.1 Access Rights

- Request copies of personal information we hold
- Ask for correction of inaccurate or incomplete data
- Request deletion of personal data (subject to legal retention requirements)

7.2 Control Rights

- Restrict processing of your data
- Object to processing for marketing purposes
- Request data portability to another service provider
- Withdraw consent for specific processing activities

7.3 Marketing Communications

- Opt out of marketing emails via unsubscribe links
- Control WhatsApp communication preferences
- Adjust social media interaction settings
- Request removal from all marketing lists

7.4 Community Participation

- Control visibility in private communities
- Request removal from group platforms
- Manage sharing preferences for transformation stories



7.5 Exercising Your Rights

Contact sarah@k3ukcoaching.com to exercise any privacy rights. We'll respond within 30 days and verify your identity before processing requests.

8. COOKIES & TRACKING

8.1 Types of Cookies Used

Strictly Necessary:

- Session management and security
- Payment processing functionality
- Essential website features and navigation

Functionality:

- User preferences and personalization
- Language and region settings
- Accessibility accommodations

Analytics/Performance:

- Website usage patterns and improvement insights
- Service effectiveness measurement
- User experience optimization

8.2 Third-Party Cookies

- **Wix:** Website hosting and functionality
- **Google:** Analytics and Drive integration
- **Stripe:** Payment processing
- **Social Media:** Platform integration cookies

8.3 Managing Cookies

You can control cookies through browser settings. Disabling certain cookies may limit website functionality.



9. SPECIAL CONSIDERATIONS

9.1 Sensitive Personal Data

Our services may involve processing sensitive information including:

- Health and wellness data
- Psychological and emotional insights
- Transformation and breakthrough experiences
- Family and relationship dynamics
- Financial circumstances affecting goals

We process this data only with your explicit consent and for legitimate service delivery purposes.

9.2 Children's Privacy

While we hold PVG certification, our services primarily target adults 18+. Any services for minors require parental consent and involvement.

9.3 Community Guidelines

Participation in our private communities requires adherence to confidentiality and respect guidelines. Violations may result in removal from communities and potential service termination.

10. CONTACT & COMPLAINTS

10.1 Data Protection Queries

For privacy questions or to exercise your rights:

- Email: sarah@k3ukcoaching.com
- Subject: "Privacy Request"
- Include: Specific request and identity verification

10.2 Complaints Process



If unsatisfied with how we handle your data complaint:

- Contact Information Commissioner's Office (ICO)
- Website: <https://ico.org.uk/>
- Phone: 0303 123 1113

10.3 Updates to This Policy

We may update this Privacy Policy periodically. Significant changes will be communicated directly. Continued service use constitutes acceptance of updates.

11. THIRD-PARTY SERVICES

11.1 Payment Processing

Stripe processes all payments with PCI-compliant security. Their privacy policy governs payment data handling.

11.2 Communication Platforms

- **Zoom:** Video sessions (subject to Zoom's privacy policy)
- **WhatsApp/Go High Level:** Messaging automation
- **MailerLite:** Email marketing (GDPR-compliant)

11.3 Social Media

Interactions on Facebook, Instagram, LinkedIn, and TikTok are subject to those platforms' privacy policies.

CONSENT & ACKNOWLEDGMENT

By using our services, you acknowledge reading and understanding this Privacy Policy and consent to the collection, use, and processing of your personal information as described.

For services involving sensitive personal data, we obtain explicit consent before processing.



This Privacy Policy was last updated on 24/08/2025 and is effective immediately. We recommend reviewing this policy periodically for any updates.

K3UK Coaching Ltd - Protecting Your Privacy While Supporting Your Transformation