

Privacy Policy (UK GDPR)

Who We Are

www.saradavisoncoachtraining.com is operated by **Sara Davison Global Enterprises Limited (SDGE Ltd)** (“**SDGE**”, “we”, “us”). We are the **data controller** for your personal data.

Registered office: St Johns House, 16 Church Street, Bromsgrove, Worcestershire, United Kingdom, B61 8DN. **Company number:** 08599385. **VAT number:** 165567380.

Contact: support@saradavison.com

What Data We Collect

- Contact data (name, email, phone), account data, booking and payment references (held by our payment provider), support enquiries, session participation, and website analytics/technical data (IP, device, cookies).

Why & How We Use It (Lawful Bases)

We process your data on these lawful bases:

- Contract — to provide services you request (bookings, access to sessions, customer support).
- Consent — email marketing; optional cookies; testimonials where permission is required.
- Legitimate Interests — site/app security, service improvement, non-promotional operational updates.
- Legal Obligation — tax/audit, consumer law records.

Marketing & PECR

We send marketing with your consent or under the soft opt-in where you purchased or negotiated to buy a similar service. You can opt out anytime via the unsubscribe link or by emailing support@saradavison.com.

Sharing & Processors

We use trusted providers to run our services. Typical categories include: website hosting, email/CRM, analytics, payments, webinar/video, and advertising platforms. Key providers may include: [Google Analytics], [Meta Platforms], [Stripe/PayPal], [Mailchimp/Klaviyo], [Zoom/Teams]. We only share what's necessary.

International Transfers

Where data is processed outside the UK/EEA, we rely on an adequacy decision or Standard Contractual Clauses with appropriate safeguards.

How Long We Keep Your Data (Retention)

- Marketing contacts: 24 months from last engagement
- Client/programme records: 6–7 years
- Support enquiries: up to 24 months
- Analytics: 26 months (or provider default).

Your Rights

You can access, rectify, erase, restrict, object, and request data portability. Where we rely on consent, you may withdraw it at any time. Email support@saradavison.com to exercise your rights. You can complain to the Information Commissioner's Office (ICO) at ico.org.uk.

Children

Our services are for adults (18+). We don't knowingly collect children's data.

Changes to this Privacy Policy

We'll update this page when policies change and indicate a new effective date. For material changes, we'll notify customers by email or in-app.

United States & Global Privacy Addendum

Effective date: 22 October 2025

This addendum supplements our Privacy Policy for residents of the United States and certain other jurisdictions. If there is any conflict with the main Privacy Policy, this addendum controls for those locations.

US State Privacy Rights (California, Virginia, Colorado, Connecticut, Utah)

If you reside in these states, you may have the right to: (i) know/access the personal information we collect and how we use it; (ii) correct inaccuracies; (iii) delete personal information; (iv) obtain a portable copy; (v) opt out of (a) the sale or sharing of personal information, (b) targeted advertising, and (c) certain profiling; (vi) appeal a denial of your request (VA/CO/CT).

How to exercise US rights

Submit requests by emailing support@saradavison.com with the subject line "US Privacy Request," or use our Cookie/Privacy Settings link in the website footer. We will verify your identity before acting on a request. You may use an authorized agent (California).

Do Not Sell or Share / Targeted Advertising Opt-Out

We do not sell personal information for money. We may "share" personal information or engage in "targeted advertising" as defined by certain state laws via cookies and similar technologies. You can opt out at any time via the "Do Not Sell or Share My Personal Information" link or our Cookie Settings controls.

Global Privacy Control (GPC)

If your browser sends a GPC signal, we will treat it as a request to opt out of sale/sharing/targeted advertising for that browser, where required by law.

Sensitive Information

We do not knowingly collect or use sensitive personal information for inferring characteristics or for targeted advertising.

Children (COPPA)

Our services are intended for adults (18+). We do not knowingly collect personal information from children under 13.

Non-Discrimination

We will not discriminate against you for exercising your privacy rights.

Appeals (Virginia/Colorado/Connecticut)

If we deny your request, you may appeal by replying to our decision email with "Privacy Appeal." We will respond within the timelines required by law.

Canada (PIPEDA)

Residents of Canada have rights to access and correct personal information and to challenge compliance. Contact support@saradavison.com to exercise these rights.

Brazil (LGPD)

Residents of Brazil have rights including confirmation of processing, access, correction, anonymization, deletion, portability, and information on data sharing. Contact support@saradavison.com to exercise these rights.

Australia (Privacy Act / Australian Privacy Principles)

Australian residents may request access/correction and complain to the OAIC. Contact us first; if unresolved, visit oaic.gov.au.