



Claire Simsek.
Executive Coach & Business Mentor & Trainer.

CUSTOMER PRIVACY NOTICE.

This privacy notice tells you what to expect us to do with your personal information.

- [Contact details](#)
- [What information we collect, use, and why](#)
- [Lawful bases and data protection rights](#)
- [Where we get personal information from](#)
- [How long we keep information](#)
- [How to complain](#)

Contact details

Post:

Claire Simsek Executive & Business Coach, Allia Future Business Centre,
Peterborough United Football Club, London Road, Peterborough,
PE2 8AN, GB

Telephone mobile: 07941 426376

Email: claire@betterbiznow.com

What information we collect, use, and why

I collect or use the following information to **provide and improve products and services for clients**:

- Names and contact details

- Addresses
- Occupation
- Transaction data (including details about payments to and from you and details of products and services you have purchased)
- Usage data (including information about how you interact with and use our website, products and services)
- Information relating to compliments or complaints
- Records of meetings and decisions

I collect or use the following personal information for the **operation of client or customer accounts**:

- Names and contact details
- Account information, including registration details

I collect or use the following personal information for **information updates or marketing purposes**:

- Names and contact details

I collect or use the following personal information to **comply with legal requirements**:

- Name
- Contact information
- Client account information

I collect or use the following personal information to **protect client welfare**:

- Names and contact information
- Client account information

I collect or use the following personal information for **dealing with queries, complaints or claims**:

- Names and contact details
- Address
- Account information

- Purchase / service history
- Customer or client accounts and records
- Correspondence

Lawful bases and data protection rights

Under UK data protection law, I must have a “lawful basis” for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis I rely on may affect your data protection rights which are in brief set out below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

Your right of access - You have the right to ask me for copies of your personal information. You can request other information such as details about where I get personal information from and who I share personal information with. There are some exemptions which means you may not receive all the information you ask for. [You can read more about this right here.](#)

Your right to rectification - You have the right to ask me to correct or delete personal information you think is inaccurate or incomplete. [You can read more about this right here.](#)

Your right to erasure - You have the right to ask me to delete your personal information. [You can read more about this right here.](#)

Your right to restriction of processing - You have the right to ask me to limit how I can use your personal information. [You can read more about this right here.](#)

Your right to object to processing - You have the right to object to the processing of your personal data. [You can read more about this right here.](#)

Your right to data portability - You have the right to ask that I transfer the personal information you gave us to another organisation, or to you. [You can read more about this right here.](#)

Your right to withdraw consent – When I use consent as our lawful basis you have the right to withdraw your consent at any time. [You can read more about this right here.](#)

If you make a request, I must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

My lawful bases for the collection and use of your data

My lawful bases for collecting or using personal information to **provide and improve products and services for clients** are:

- Contract – I have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legitimate interests – I'm collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - Clients are asked to provide feedback, once their coaching program has been completed and throughout the program to ensure that that are fully benefitting from the service. This allows me to put in place adjustments and improvements on a client by client basis and improve the overall performance of the coaching program for participants.

My lawful bases for collecting or using personal information for the **operation of client or customer accounts** are:

- Contract – I have to collect or use the information so I can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legitimate interests – I'm collecting or using your information because it benefits you, our organization or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - The use of their email and phone number for communicating the initial contract and getting sign off on this and from then on liaising for diary appointments for coaching sessions as well as feedback on these and any instructions following a session such as the sharing of resources to support their development. Their business address for the purposes of billing and in person meetings where needed.

My lawful bases for collecting or using personal information for **information updates or marketing purposes** are:

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legitimate interests – we're collecting or using your information because it benefits you, our organization or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:

- I request recommendations, testimonials and case studies from clients via LinkedIn and email in order to verify the benefits of my coaching services and help me to win new clients. These are provided with full consent from clients and outlined within the contract so they are aware the request may be made on completion of the coaching program. They are used on social media sites, emails to prospective clients and my website.

My lawful bases for collecting or using personal information to **comply with legal requirements**:

- Contract – I have to collect or use the information so I can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legitimate interests – I'm collecting or using your information because it benefits you, your organization or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. My legitimate interests are:
 - To enter into a contract and to bill for the services. The information collected ensures I can contact my client via email and phone and allows them to book time with me for their coaching sessions and for billing them for the program agreed upon. The information is required to provide an accessible service which is easy for clients to book, pay and access supporting resources where needed.

My lawful bases for collecting or using personal information to **protect client welfare** are:

- Contract – I have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legitimate interests – I'm collecting or using your information because it benefits you, your organization or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - To enable me to sign post them to organizations who offer support services such as psychological counselling where they have expressed a need for this support.

My lawful bases for collecting or using personal information for **dealing with queries, complaints or claims** are:

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legitimate interests – we’re collecting or using your information because it benefits you, your organization or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - To enable easy communications and resolution of any issues or complaints regarding my coaching services.

Where we get personal information from

- Directly from you

How long I keep information

Your information is kept for a maximum of six months post contract.

How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we’ve used your data after raising a complaint with us, you can also complain to the ICO.

The ICO’s address:

Information Commissioner’s Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

Last updated

05/02/26