

Terms of Business & Cancellation Policy



MDA Personal Coaching

Nature of Services

All coaching services provided by MDA Personal Coaching, including sleep coaching, nutrition and sports nutrition coaching, and breathwork coaching, are educational and non-medical in nature. Services do not provide medical advice, diagnosis, or treatment and are not a substitute for professional healthcare.

All sessions are delivered online via video call unless otherwise agreed.

Booking, Payment & Pricing

All sessions, packages, and memberships are payable in advance unless otherwise agreed in writing. Bookings are confirmed once payment has been received. Coaching services are time-based and outcomes cannot be guaranteed.

Prices may be reviewed periodically as experience, qualifications, and services expand. Any pricing changes will not affect services already paid for.

Cancellation & Rescheduling

A minimum of 24 hours' notice is required to cancel or reschedule sessions. Sessions cancelled with less than 24 hours' notice or missed without notice will be charged in full. Late arrival may result in a shortened session.

Packages, Refunds & Minimum Commitment

Coaching packages and ongoing services are non-refundable once commenced. Due to the time, preparation, and commitment involved, unused sessions are not refundable.

Monthly nutrition and sports nutrition coaching operates on a minimum three-month commitment. This reflects the time and support required to create sustainable change. Early termination does not entitle the client to a refund for remaining payments.

Communication Boundaries

Where email or WhatsApp support is included, this is intended for brief check-ins and clarification only. Communication is not continuously monitored.

Right to Terminate

MDA Personal Coaching reserves the right to terminate coaching services if boundaries are not respected or if the coaching relationship is no longer appropriate. Any remaining sessions may be forfeited or credited at the coach's discretion.

Acceptance of Terms

By booking and engaging in coaching services, clients confirm they have read, understood, and agreed to these Terms of Business. MDA Personal Coaching is a trading name of Martin Aaby.

Confidentiality & Data Protection

All personal information shared during coaching is treated as confidential and handled in accordance with UK data protection legislation, including the UK General Data Protection Regulation (UK GDPR).

Client information is collected solely for the purpose of delivering coaching services, administration, and professional record-keeping. Personal data will not be shared with third parties without the client's consent, unless required by law.

Client records may be stored securely for a period of up to five years for professional, legal, and insurance purposes. After this period, records will be securely deleted or destroyed.

Clients have the right to request access to their personal data, request corrections, or request deletion of data in line with applicable data protection legislation. Requests can be made by contacting MDA Personal Coaching directly.

Reasonable technical and organisational measures are taken to protect personal data from unauthorised access, loss, or misuse.

Updated 25/03/26