

Privacy Policy



MDA Personal Coaching

Introduction

MDA Personal Coaching is committed to protecting your privacy and handling your personal data responsibly. This Privacy Policy explains how your personal information is collected, used, stored, and protected in accordance with the UK General Data Protection Regulation (UK GDPR).

Who I Am

MDA Personal Coaching is a trading name of Martin Adby. If you have any questions about this policy or how your data is handled, you can contact me via the contact details provided on this website.

What Information Is Collected

Personal information may include your name and contact details, information provided via enquiry forms or email, onboarding questionnaires, coaching notes, and booking or payment information processed securely via third-party providers.

How Your Information Is Used

Your information is used to respond to enquiries, deliver coaching services, manage bookings and administration, maintain professional records, and meet legal or insurance requirements. Your data will not be used for marketing purposes without explicit consent.

Lawful Basis for Processing

Data is processed under the lawful bases of contract, legitimate interests, and legal obligation, as outlined by UK GDPR.

Data Storage & Retention

Personal information is stored securely using appropriate measures. Client records may be retained for up to five years for professional, legal, and insurance purposes, after which they are securely deleted.

Sharing of Information

Personal data is not shared with third parties unless consent is given, required by law, or necessary to provide services via trusted providers such as booking or payment platforms.

Your Rights

You have the right to request access to, correction of, or deletion of your personal data, and to object to or restrict processing in line with UK GDPR.

Data Security

Reasonable steps are taken to protect personal data from unauthorised access, loss, or misuse. While no system can guarantee complete security, appropriate safeguards are in place.

Cookies & Website Analytics

Where applicable, information about cookies or analytics tools will be provided via a separate cookie notice on the website.

Updates to This Policy

This Privacy Policy may be updated periodically. The most recent version will always be available on this website.

Last Updated: 25/03/26