

Privacy Policy

Privacy Policy for Love Your Life - Life Coaching

1. Introduction

At Love Your Life - Life Coaching ("Company," "We," "Us"), we are committed to safeguarding and preserving the privacy of our visitors. This policy explains how we collect, use, and protect your personal data and how we use cookies on our website.

This policy was last updated on **January 2025**. We may update it from time to time, so please review this policy regularly. If we materially change this policy, we will notify you via email or by posting a notice on our website.

2. Information We Collect

We may collect and process the following types of personal data:

- **Website Usage Data:** Information about your visits to our website, including pages viewed, traffic data, IP address, browser type, device information, and interactions with the website.
- **Personal Information:** Information you provide voluntarily, such as your name, email address, billing address, and payment details when you register, purchase services, or contact us.
- **Communication Data:** Information you provide when you contact us by email or other means, which may be stored securely for record-keeping purposes.
- **Tracking Data:** We may use third-party tracking tools such as **Google Analytics, Facebook Pixel** to monitor website traffic and improve user experience.

3. Legal Basis for Processing Data

Under UK GDPR, we rely on the following legal bases to process your data:

- **Consent:** When you subscribe to our newsletter or marketing communications. You may withdraw consent at any time by contacting us at info@lyl-lifecoaching.co.uk.
- **Performance of a Contract:** When processing purchases and fulfilling orders.
- **Legitimate Interests:** For website analytics, security improvements, and customer service.
- **Legal Obligation:** To comply with applicable laws, such as fraud prevention and tax reporting.

4. How We Use Your Information

We use the information we collect in the following ways:

- To provide and maintain our services.
- To process payments and complete transactions.

- To send you service updates and relevant marketing communications (only if you opt-in).
- To respond to inquiries and provide customer support.
- To improve our website functionality, security, and user experience.

We **do not** sell or rent your personal data to third parties.

5. Cookies and Tracking Technologies

We use cookies to enhance your experience on our website. Cookies help us:

- Understand website usage patterns.
- Improve website performance and security.
- Provide personalised experiences.

We may also use third-party tracking technologies (e.g., **Google Analytics, Facebook Pixel**) to analyse user interactions and improve our marketing strategies. You can manage cookie preferences via your browser settings. More details on cookies can be found at www.allaboutcookies.org.

6. Data Retention Policy

We retain personal data only as long as necessary for business purposes and legal compliance. General retention periods include:

- **Account data:** Retained as long as the account remains active.
- **Transaction records:** Retained for **6 years** for tax and legal compliance.
- **Marketing data:** Retained until you opt out or request deletion.

When no longer required, we securely delete or anonymise data.

7. Your Rights Under UK GDPR

You have the right to:

- **Access** your data.
- **Rectify** inaccurate personal data.
- **Request deletion** of your data (right to be forgotten).
- **Restrict processing** of your data.
- **Object** to processing based on legitimate interests.
- **Request data portability** to another service provider.

- **Lodge a complaint** with the **Information Commissioner's Office (ICO)** if you believe your data is being mishandled.

To exercise these rights, contact us at info@lyl-lifecoaching.co.uk. We will respond within **one month** of receiving your request.

8. International Data Transfers

If we store or process your data outside the UK, we ensure compliance with UK GDPR safeguards, such as:

- **Standard Contractual Clauses (SCCs)** for secure international transfers.
- **Adequacy regulations** for non-UK jurisdictions.

Third-party providers such as **PayPal, Stripe, Infusionsoft** may process data outside the UK under their respective privacy policies.

9. Data Security Measures

We implement strict security measures to protect your personal data, including:

- **Encryption** of sensitive information.
- **Secure payment processing** (we do not store credit card details).
- **Access control measures** for staff handling personal data.

Despite our best efforts, no online transmission is 100% secure. You provide data at your own risk.

10. Third-Party Sharing and Processors

We only share data with trusted service providers under contract who assist with:

- **Payment processing** (e.g., **PayPal, Stripe**).
- **Customer management** (e.g., **Infusionsoft, Wishlist**).
- **Website hosting and analytics** (e.g., **Google Analytics**).

These providers **cannot** use your data for any other purpose and must comply with UK GDPR regulations.

11. Children's Data Policy

Our services are intended for users **18 years and older**. We do not knowingly collect data from children under **13 years old**. If a child has provided personal data, parents can request its deletion by contacting us.

For users aged **13-17**, parental consent **may be required** before using some services.

12. Third-Party Links

Our website may contain links to third-party sites. We are not responsible for their privacy policies. Please review their policies before submitting any data.

13. Disclosures Required by Law

We may disclose your information if required to:

- **Comply with legal obligations.**
- **Prevent fraud and security threats.**
- **Protect the rights and safety of our users and business.**

14. How to Contact Us

If you have any questions about this Privacy Policy or to exercise your rights, contact us at:

Email: info@lyl-lifecoaching.co.uk

We are registered in **England and Wales**, and our registered office is available upon req