

Data Privacy Notice

1. Your personal data – what is it?

Personal data relates to a living individual who can be identified from that data. Identification can be by the information alone or in conjunction with any other information in the data controller's possession or likely to come into such possession. The processing of personal data is governed by the General Data Protection Regulation (the "GDPR").

2. Who are we?

Alchemy of Coaching Ltd is the data controller. This means it decides how your personal data is processed and for what purposes. Alchemy of Coaching is a company incorporated and registered in England and Wales with company number **SC418326** and our registered office is 18 North Street, Glenrothes, Fife, KY7 5NA . Where particular contracts require, Alchemy of Coaching may act as data processor and complies with the same regulations in such cases.

3. How do we process your personal data?

Alchemy of Coaching complies with its obligations under the "GDPR" by keeping personal data up to date; by storing and destroying it securely; by not collecting or retaining excessive amounts of data; by protecting personal data from loss, misuse, unauthorised access and disclosure and by ensuring that appropriate technical measures are in place to protect personal data. All personal data is kept on central IT systems and is not stored or transported on portable electronic devices.

We use your personal data for the following purposes:

- To manage our employees and contractors;
- To maintain our own accounts and records;
- To inform you of news, events, activities and services;
- To fulfil specific requirements of service delivery contracts;
- To operate commercially in trading.

4. What is the legal basis for processing your personal data?

- Explicit consent of the data subject so that we can keep you informed about news, events, activities and services.
- Processing is necessary for carrying out obligations under employment, health and safety, social security or social protection law, or a collective agreement.
- Where personal data is collected relating to attendance at an Alchemy of Coaching event, unless specific consent is given, that data will only be used in communications around the administration, running and follow-up for that event under legitimate interest.
- Where personal data is collected relating to trading activity, only necessary data is collected, and any sensitive information is securely stored and access restricted only to staff who need it.

- Where personal data is collected relating to any other short term project, only data that is needed will be collected, and the other considerations made clear elsewhere in this policy will apply.

5. Sharing your personal data

Your personal data will be treated as strictly confidential and will not be shared except where specifically required by contractual agreements. We will only share your data with third parties outside of Alchemy of Coaching with your explicit consent. Any such cases where partnership working agreements require data sharing, specific consent will be obtained.

6. How long do we keep your personal data?

We keep data in accordance with the GDPR, and we have decided that the appropriate duration for data retention should be five years. Such personal data is timestamped in our database, and we have automated systems in place to ensure that personal data is not retained indefinitely without the relevant consent or another relevant legal basis for processing.

7. Your rights and your personal data

Unless subject to an exemption under the GDPR, you have the following rights with respect to your personal data:

- The right to request a copy of your personal data which Alchemy of Coaching holds about you;
- The right to request that Alchemy of Coaching corrects any personal data if it is found to be inaccurate or out of date;
- The right to request your personal data is erased where it is no longer necessary for the Alchemy of Coaching to retain such data;
- The right to withdraw your consent to the processing at any time;
- The right to request that the data controller provide the data subject with his/her personal data and where possible, to transmit that data directly to another datacontroller, (known as the right to data portability)¹.
- The right, where there is a dispute in relation to the accuracy or processing of your personal data, to request that a restriction is placed on further processing;
- The right to object to the processing of personal data;²
- The right to lodge a complaint with the Information Commissioners Office.

8. Further processing

If we wish to use your personal data for a new purpose, not covered by this Data Protection Notice, then we will publish a new notice explaining this new use prior to commencing the processing and setting out the relevant purposes and processing conditions. Where and whenever necessary, we will seek your prior consent to the new processing.

9. How do we use cookies?

We use cookies to provide you with better service. Cookies are pieces of information a website transfers to your computer's hard disk for record-keeping purposes. Cookies can make the Web more useful by storing information about your preferences for a particular site. The use of cookies is an industry standard, and many major websites use them to provide useful features for their customers. Cookies in and of themselves do not personally identify users, although they do identify a user's computer. Most browsers are initially set to accept cookies. If you prefer, you can set your browser to refuse cookies. However, you may not be able to take full advantage of the functionality of the websites or services if you do so.

10. Contact Details

To exercise all relevant rights, queries or complaints, please in the first instance contact gdpr@alchemyofcoaching.com.

You can contact the Information Commissioners Office on 0303 123 1113 or [via email](#) or at the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire. SK9 5AF.

¹ Only applies where the processing is based on consent or is necessary for the performance of a contract with the data subject and in either case the data controller processes the data by automated means.

² Only applies where processing is based on legitimate interests (or the performance of a task in the public interest/exercise of official authority); direct marketing and processing for the purposes of scientific/historical research and statistics