

Privacy Policy

Website: <https://startherelifecoaching.com.au/>

Effective Date: 19th day of February, 2025

1. Introduction

This Privacy Policy outlines how Start Here Life Coaching ("we," "us," "our") collects, uses, and protects user data. By using this website, you agree to the terms outlined in this policy.

2. Data Controller Contact Information

- **Owner:** Ellen Defein
- **Email:** elle@startherelifecoaching.com.au

3. Purpose of This Policy

This policy informs users about:

- The personal data we collect
- How we use collected data
- Who has access to the data
- Users' rights regarding their data
- Our cookie policy

This policy supplements our Terms and Conditions.

4. GDPR Compliance

For users in the **European Union** and the **United Kingdom**, we comply with **GDPR** and the **UK Data Protection Act 2018**. We are not required to appoint a Data Protection Officer under **Article 37 of the GDPR**.

5. User Consent

By using this site, you consent to:

1. The collection and processing of your data as outlined in this policy.
2. The use of third-party services that may collect additional data.

How to Withdraw Consent

Users can withdraw consent at any time by:

- Emailing elle@startherelifecoaching.com.au

- Clicking the **unsubscribe** link in marketing emails
- Adjusting **cookie settings** in their browser

Please note that third-party services used on this website, such as Setmore, Square, and Simple Analytics, have their own privacy policies regarding data collection and processing. Users are encouraged to review these policies independently.

We collect personal data under the following legal bases:

1. **User consent**
2. **Legitimate interests** – improving services, responding to inquiries, website analytics, and marketing.
3. **Contractual necessity** – if users do not provide required data, services (e.g., coaching session bookings) may not be available.

7. Personal Data We Collect

Automatically Collected Data

- IP address
- Clicked links
- Pages viewed
- Time spent on Site or page(s)

Manually Collected Data

- First and last name
- Email address
- Payment details (via third parties)

Collection Methods

- Users enter **contact form** details manually.
- Users enter **payment details** on **third-party** platforms (Setmore, Square).

8. How We Use Personal Data

- Communication (e.g., responding to inquiries)
- Payment processing (via Setmore, Square)
- Website analytics (via Simple Analytics)

9. Data Sharing & Third Parties

We share user data with:

- **Setmore** (Booking services)
- **Square** (Payment processing)
- **Simple Analytics** (Website performance tracking)

These services have access **only to the necessary data** to perform their functions.

10. Data Retention

We retain user data only as long as necessary to fulfill its intended purpose or as required by applicable laws. If we need to retain data for an extended period, users will be notified.

11. Data Security

- **Client notes** may be stored in **Notion**, which encrypts data in transit and at rest.
- Personal data is protected with **industry-standard encryption**.
- Identifying details are **minimized** where possible.

If employees or contractors are hired in the future, they will be required to sign confidentiality agreements to protect user data.

12. International Data Transfers

We **only** transfer personal data internationally if:

1. The recipient country meets **EU/UK adequacy standards**.
2. We implement **data protection safeguards** (e.g., contractual clauses).

13. User Rights (GDPR compliant)

Users have the right to:

- **Access their data**
- **Correct their data**
- **Request data deletion**
- **Restrict processing**
- **Object to processing**

Users can **request changes** by emailing elle@startherelifecoaching.com.au.

14. Children's Privacy

We collect **children's data only with parental consent**. Parents can request data access or deletion at any time via **email**.

15. Do Not Track (DNT) Policy

We respond to **DNT signals** but cannot control how third parties respond.

16. Opt-Out Options

- **Marketing Emails:** Unsubscribe via email link.
- **Cookies:** Disable via browser settings.

17. Cookie Policy

We use **third-party cookies** for **website analytics**.

18. Changes to This Policy

We may update this policy. Users will be notified via **email** or website updates.

19. Complaints

If dissatisfied, users can contact **Ellen (Elle) Defein** at elle@startherelifecoaching.com.au or file a complaint with their **data protection authority**.