

# The Life Coach London

## Data Protection and Retention Policy

### 1. Purpose of this Policy

This policy explains how personal data is collected, used, stored, and deleted in connection with client services, in accordance with the UK data protection legislation, as per the UK Data Protection Regulation (GDPR), and the Data Protection Act 2018.

### 2. Data Controller

The data controller is:  
**Georgiana George / The Life Coach London**

### 3. Types of Personal Data Collected

Depending on the nature of the engagement, the following personal data may be collected:

- Client names and contact details
- Intake or onboarding information voluntarily provided by the client
- Session scheduling
- Invoices and payment confirmations
- Written session notes or summaries
- Audio recordings of sessions (where applicable)

### 4. Lawful Basis for Processing

Personal data is processed on the following lawful bases:

- Performance of a contract (service delivery)
- Legitimate interests (administration, quality assurance)

- Consent (where explicitly given, e.g. for recordings)

## 5. Use of Session Recordings

Where sessions are recorded, recordings are used solely for:

- Service delivery
- Quality assurance
- Internal reference

Session recordings are **not** used for marketing or shared with third parties.

## 6. Data Retention

Personal data is retained only for as long as necessary for the purpose for which it was collected.

- **Administrative and financial records** are retained in accordance with standard business and tax requirements.
- **Session notes or summaries** may be retained for a limited period following the conclusion of services.
- **Audio recordings** are retained only while the client relationship is active or where there is an ongoing operational need.

### Deletion of Recordings

Session notes and recordings are routinely deleted:

- Once a client confirms they no longer wish to continue services, or
- Following the conclusion of the client engagement, and
- Where there is no ongoing operational, legal, or contractual requirement to retain them.

Deletion is carried out as part of standard data handling practices applied consistently across all clients.

## **7. Data Security**

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

## **8. Policy Review**

This policy is reviewed periodically and updated as necessary to ensure compliance with applicable data protection legislation.