

**Updated: December 11th, 2023**

'Tim Davies Executive Coaching' (TDEC) is a trading name of **Swift Publishing Services Ltd.** We respect your privacy and value the relationship we have with you. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website: <https://www.timdaviescoaching.co.uk/>. We are committed to safeguarding the privacy of our website visitors and clients.

We collect, use and are responsible for certain personal information about you. When we do so we are subject to various laws in the United States, the General Data Protection Regulation which applies across the European Union and the privacy laws of the United Kingdom, and we are responsible as "controller" of that personal information for the purposes of those laws.

Personal information is any information relating to an identified or identifiable individual or household. We process personal information in the United Kingdom. We manage preferences via email ([intro.timdaviescoaching@gmail.com](mailto:intro.timdaviescoaching@gmail.com)). You may revoke your consent at any time, but if you do, it may adversely affect our ability to provide any services to you.

### **Information We Collect and Receive**

TDEC receives, collects and stores information about you when you interact with our website. We may obtain personal information about you from the following sources:

- You, when you express an interest in learning more about TDEC,
- You, when you enter into an agreement with us for services,
- Via a cookie when you visit our website,
- A third party, with your consent,
- Directly from a third party (e.g., agencies, conferences, or other providers),
- From company websites or other publications where business contact information is shared,
- From social media platforms.

### **Use of Cookies**

We use Google Analytics (GA4) to analyze the use of our website. Google Analytics gathers information about website use by means of cookies. A cookie is a text file that is placed on your hard disk by the TDEC web server. The information gathered relating to our website is used to create reports about the use of our website. Google's privacy policy is available at: <https://www.google.com/policies/privacy/>

### **Personal Information Collected**

The personal information collected by TDEC includes the following types of information depending on where you interact with us.

### **User Data**

Your name, email address(es), phone number(s), title, company name, and any information you share with us. TDEC always endeavours to store personal information securely. Please refer to the Security section for further details.

### **Usage Data**

Your visits and interactions on the TDEC website and other digital channels such as email, LinkedIn, etc.

The usage data may include: your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views and website navigation paths, as well as information about the timing, frequency, and pattern of your visits. The source of the usage data is via Google Analytics and WordPress.

### **Financial Data**

When you engage in a financial transaction with us, we may collect credit card information such as credit card numbers, CCV, billing address, bank account information and other related information necessary to process payments. This information is passed to our third-party processor and not stored by us.

### **How We Use Information**

This **Usage data** may be processed for the purposes of analyzing the use of the website and what pages are most frequently viewed. The legal basis for this processing is our legitimate interests, namely monitoring and improving our website and services OR ensuring that TDEC is providing you with information that may be relevant to helping your organization with services that will improve their processes.

The **Financial Data** may be processed to complete payment for services. The legal basis for this is our legitimate interest in getting paid for the services we agree to provide to you.

We may process information that you post for publication on our website(s) via our Blog or through our public social channels ("**publication data**"). The publication data may be processed for the purposes of enabling such publication and administering our website. The legal basis for this processing is consent.

We may process information contained in or relating to any communication that you send to us (“**correspondence data**”). The correspondence data may include the communication content and metadata associated with the communication. Our website will generate the metadata associated with communications made using the website contact forms or email. The correspondence data may be processed for the purposes of communicating with you. The legal basis for this processing is our legitimate interests, namely the proper administration of our website and communications.

In addition, we may use your information:

- **As required by applicable law, legal process or regulation.**
- **To send emails and other communications.** We may send you marketing emails, technical and other administrative emails. We may also contact you to inform you about changes in our offerings, and important notices.
- **For billing, account management, and other administrative matters.** If you are a TDEC, we may need to contact you for invoicing.
- **To investigate and help prevent security issues and abuse.**

### **How We Share and Disclose Information**

We do not sell your personal information. In addition, we do not share your personal information with anyone other than to: our third party service provider as may be necessary to process payment for services and/or with TDEC employees to fulfil your request and/or our and your contractual obligation.

From time to time, TDEC may provide anonymous information to trusted partners regarding use of the TDEC site for purposes such as statistical analysis or social media feeds. This anonymous information is not personally identifiable and third parties who receive this anonymous information are prohibited from using your information except to provide services to TDEC.

TDEC may disclose your information without your consent if TDEC has a good faith belief that disclosure is: (a) required by law, valid legal process, or applicable court order; (b) necessary to protect or defend the rights or property of TDEC or another person; or (c) to protect the personal safety of any person.

### **Access, Update, and Correction of Personal Information**

Upon your request, TDEC will provide you with information about what personal information we hold regarding you. We will also, at your request, transfer your data.

Upon your request, TDEC will correct, delete or supplement your personal information as long as such action is allowed under applicable law, and such action is technically feasible,

does not compromise TDEC's legal obligations, and does not impose an undue burden or expense. To request access to your data, request correction or deletion, please email [intro.timdaviescoaching@gmail.com](mailto:intro.timdaviescoaching@gmail.com).

TDEC will respond within one month for any subject access requests.

### **Data Retention**

TDEC may retain Usage Information and Personal Data pertaining to you for as long as necessary for the purposes described in this Privacy Policy. This may include keeping Usage and Personal Information for TDEC to pursue legitimate business interests, conduct audits, comply with (and demonstrate compliance with) legal obligations, resolve disputes and enforce our agreements. We will not keep such data longer than necessary.

### **Security**

TDEC takes commercially reasonable measures to help protect information about you from loss, theft, misuse, unauthorized access, unauthorized disclosure, alteration, and destruction.

We retain personal data only for as long as necessary to provide the Services you have requested and thereafter for a variety of legitimate legal or business purposes. These might include retention periods:

- mandated by law, contract or similar obligations applicable to our business operations;
- for preserving, resolving, defending or enforcing our legal/contractual rights; or
- needed to maintain adequate and accurate business and financial records.

If you have any questions about the security or retention of your personal data, you may contact us at [intro.timdaviescoaching@gmail.com](mailto:intro.timdaviescoaching@gmail.com).

No security protocols are 100% effective. TDEC cannot guarantee your information, including your personal information, will not be accessed by unauthorized third parties. If TDEC becomes aware of any breach of personal information affecting you, TDEC will notify you promptly. In the event of a breach, TDEC is prepared to respond with all commercially reasonable and appropriate measures as required by law.

### **Opt-Out and Unsubscribe**

We respect your privacy and give you the opportunity to opt-out of receiving email marketing communications from TDEC. You may review or adjust your email preferences by emailing: [intro.timdaviescoaching@gmail.com](mailto:intro.timdaviescoaching@gmail.com).

### **Links to Third Party Websites and Services**

From time to time, we may provide links to external websites and services in the TDEC website. TDEC does not control those third-party websites and we encourage you to review the privacy notices of those websites, so you can understand how those websites collect, use and share your information. TDEC is not responsible for the privacy or security practices of those third-party websites.

### **Age Limitations**

TDEC products and services are not directed to individuals under the age of 16. We do not knowingly collect personal information from children under 16. If you learn that anyone younger than 16 has unlawfully provided us with personal data, please email us at: [intro.timdaviescoaching@gmail.com](mailto:intro.timdaviescoaching@gmail.com), and we will take steps to delete such information promptly.

### **Changes to this Privacy Policy**

TDEC may change this Privacy Policy from time to time. Laws, regulations and industry standards evolve, which may make those changes necessary, or we may make changes to our business. We will post the changes to this page and encourage you to review our Privacy Policy to stay informed. If we make changes that materially alter your privacy rights, TDEC will provide additional notice. If you disagree with the changes to this Privacy Policy, you should refrain from using our website.

### **Data Protection Officer**

To communicate with our Data Protection Officer, please email: [intro.timdaviescoaching@gmail.com](mailto:intro.timdaviescoaching@gmail.com).

### **Your Rights**

Individuals located in certain countries, including the European Economic Area, have certain statutory rights in relation to their personal data. Subject to any exemptions provided by law, you may have the right to request access to Information, as well as to seek to update, delete or correct this Information. You can usually do this using the settings and tools provided in your browser. To review, edit, or delete your information, contact: [intro.timdaviescoaching@gmail.com](mailto:intro.timdaviescoaching@gmail.com).

### **Contacting TDEC**

TDEC welcomes your questions or comments regarding this Privacy Statement. For questions or comments relating to this Privacy Statement or our privacy practices, please contact us at: [intro.timdaviescoaching@gmail.com](mailto:intro.timdaviescoaching@gmail.com), or at our mailing address below:

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