

## **Privacy notice – Ruth Kudzi Coaching Limited**

1. You are consenting to receive updates on products / services available, free and chargeable and marketing emails. The lawful basis for the processing of your personal data is therefore consent. If the lawful basis is performance of a contract, legal obligation or legitimate interest, that should be stated instead; for legitimate interest you'd need to specify what the interest/s is/are.
2. The purposes of the processing is to provide you with the information you have requested [eg, about our products and services].
3. We will communicate with you by email only unless you give us further consent, and ask us, to communicate by different means.
4. The emails are published /sent by Ruth Kudzi Coaching Limited, which will store and process your data. We will initially store state what you keep, eg your email address and first name only, but if you order products from us, use our services or give us additional information about yourself for any other reason, we might also store state other information eg your occupation, employer or company name, and your postal address and telephone number, along with information on what products or services you have bought from us.
5. Your data will be retained until you tell us that you wish to withdraw your consent or if a different lawful basis is used, adapt this accordingly, but in accordance with data protection legislation, we may check with you from time to time that our records remain accurate and up-to-date. You can unsubscribe at any time by clicking a link which will be at the bottom of every email we send / by sending us an email with 'unsubscribe' in the subject box.
6. Your data and contact details will be shared with the following organisations:
  - a) Active Campain LLC which is the US-based company we use to send emails. [We have entered into an agreement with them whereby they agree to store and process your data in accordance with the EU Privacy Shield.](#)
  - b) Dropbox, Inc., which is the US-based company we use to store our documents, which include backups of our subscriber list. Dropbox has ISO 27018 (the

internationally recognised standard for leading practices in cloud privacy and data protection), is certified for compliance with the EU Privacy Shield and has undertaken it will comply with the provisions of the GDPR.

7. You have the following rights in respect of the processing of your personal data:

- . a) The right to be informed (which is what this privacy notice does)
- . b) The right of access
- . c) The right to rectification
- . d) The right to erasure
- . e) The right to restrict processing
- . f) The right to data portability
- . g) The right to object
- . h) Rights in relation to automated decision making and profiling

For more information about these rights, please visit <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/> and <https://ico.org.uk/for-the-public/>

i) You also have the right to be informed if a significant breach of data security occurs and this might pose a high risk of adversely affecting individuals' rights and freedoms

8. If you have any concerns about how we have processed your personal data, you should raise this with us in the first instance. Please contact insert name/job title, email address and/or postal address giving details of your concerns. We will aim to respond within 7 calendar days.

9. You have the right to lodge a complaint with a supervisory authority (the Information Commissioner's Office) if you feel your concerns have not been dealt with properly, and in order to do so, please go to <https://ico.org.uk/concerns/handling/>

Ruth Kudzi Coaching Limited

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