

Privacy Policy

Ask Helen Ltd

Effective date: 03/08/2026

Last reviewed: 01/08/2026

1. Introduction

Ask Helen Ltd ("we", "us", "our") is committed to protecting your privacy and handling your personal information fairly, lawfully and transparently.

This Privacy Policy explains how we collect, use, store and protect your personal information when you visit our website, enquire about our services, attend coaching sessions or events, purchase services, or otherwise interact with us.

We process your personal data in accordance with:

- UK General Data Protection Regulation (UK GDPR)
- Data Protection Act 2018
- Data (Use and Access) Act 2025
- Privacy and Electronic Communications Regulations (PECR), where applicable

2. Who We Are

Data Controller

Ask Helen Ltd

Address: c/o Suite 1, Telford House Riverside, Carlisle CA1 2BT

Email: helen@askhelen.co.uk

Website: www.askhelen.co.uk

3. The Information We Collect

Depending on how you interact with us, we may collect:

Personal information

- Name
- Address
- Email address
- Telephone number
- Date of birth (where relevant)
- Emergency contact details (if provided)

Coaching information

Where necessary to provide our services, we may collect information relating to:

- Personal circumstances
- Emotional wellbeing
- Bereavement or loss
- Lifestyle factors
- Personal goals
- Coaching session notes
- Reflection exercises
- Assessment results
- Progress records

Some of this information may constitute **special category personal data** under UK GDPR.

Financial information

Where applicable:

- Payment details
- Invoice history

Payment card information is processed securely by our payment providers. We do not store full payment card details.

Website information

When you visit our website we may collect:

- IP address
- Browser type
- Device information
- Pages visited
- Time spent on our website
- Technical diagnostic information

4. How We Collect Information

We collect information when you:

- Complete an enquiry form
- Contact us by email or telephone
- Book coaching sessions
- Purchase services
- Join a waiting list
- Attend workshops or events
- Subscribe to newsletters
- Complete questionnaires
- Provide information during coaching sessions
- Visit our website

5. Why We Use Your Information

We use your information to:

- Respond to enquiries
- Provide coaching services
- Arrange appointments
- Deliver workshops and events
- Manage client relationships
- Maintain coaching records
- Process payments
- Issue invoices
- Improve our services
- Meet our legal obligations
- Protect our legal rights where necessary

Where you have given consent, we may also send information about services, events or newsletters. You may withdraw your consent at any time.

6. Our Lawful Bases for Processing

Depending upon the circumstances, we process personal data under one or more of the following lawful bases:

- Consent
- Performance of a contract
- Compliance with a legal obligation
- Legitimate interests

Where we process special category personal data, we rely on an appropriate condition under Article 9 UK GDPR, which may include:

- Explicit consent
- Provision of health or social care where applicable
- Establishment, exercise or defence of legal claims
- Other lawful conditions permitted under UK GDPR and the Data Protection Act 2018

7. How Long We Keep Information

We retain personal information only for as long as necessary for the purposes for which it was collected, including to meet legal, regulatory, insurance and professional obligations.

When information is no longer required, it is securely deleted or destroyed.

8. How We Protect Your Information

We use appropriate technical and organisational measures to protect personal information, including:

- Password-protected systems
- Secure devices
- Encryption where appropriate
- Restricted access
- Secure cloud storage where applicable
- Regular software updates

Although we take reasonable steps to safeguard information, no method of electronic transmission or storage is completely secure.

9. Sharing Your Information

We do not sell your personal information.

We may share information where necessary with:

- Payment providers
- Accountants
- Professional advisers
- IT service providers
- Website hosting providers
- Cloud storage providers
- Email service providers

We may also disclose information where required by law or where necessary to establish, exercise or defend legal claims.

Any organisation processing personal information on our behalf is required to protect that information appropriately.

10. International Transfers

Where personal information is transferred outside the United Kingdom, we ensure appropriate safeguards are in place in accordance with UK GDPR.

11. Marketing

Where you have agreed to receive marketing communications, we may send updates about:

- Coaching services
- Workshops
- Events
- Newsletters
- Resources

You may unsubscribe at any time by:

- Clicking the unsubscribe link in emails, or
- Contacting us directly.

We comply with PECR when sending electronic marketing communications.

12. Cookies

Our website does not use cookies or any similar technologies to improve functionality, security and user experience.

13. Your Rights

Under UK GDPR you have the right to:

- Be informed about how your data is used
- Access your personal information
- Request correction of inaccurate information
- Request erasure where applicable
- Request restriction of processing
- Object to certain processing
- Request transfer of your information where applicable
- Withdraw consent where processing relies upon consent
- Not be subject to decisions based solely on automated processing where the law provides this protection

We will respond to requests in accordance with UK GDPR.

14. Data Protection Complaints

If you have concerns about how we have handled your personal information, please contact us in the first instance using the details provided in this Privacy Policy.

We will:

- acknowledge your complaint within 30 days;
- investigate your concerns fairly and impartially;
- keep you informed of progress where appropriate; and
- respond without undue delay.

If you remain dissatisfied, you have the right to complain to the Information Commissioner's Office (ICO).

Information about making a complaint can be found at www.ico.org.uk.

15. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in legislation, regulatory guidance or our services.

The latest version will always be published on our website.

16. Contact Us

If you have any questions about this Privacy Policy or how we process your personal information, please contact:

Ask Helen Ltd

Address: Suite 1, Telford House Riverside, Carlisle CA1 2BT

Email: helen@askhelen.co.uk

