Professional Service & Confidentiality Agreement

Last updated: November 2026
This agreement is between The DNA Company Limited, acting through its directors Deborah Dunlop and Alex Wright, and you, the client (or your parent or guardian).

Agreeing to these terms

When you sign up with us, you will receive our client onboarding form. By completing that form and ticking the agreement box, you confirm that you have read, understood and agree to this agreement. The form is also where you will give your recording preference and any other consents we need.

1. Our Partnership & Nature of Service

The DNA Company Limited provides neuro-affirming coaching through its directors, Deborah Dunlop and Alex Wright. Your coach (either Deborah or Alex) provides a thinking partnership and specialist navigational support. This role is a unique hybrid of **ICF-aligned coaching** and **advocacy**.

- **Professional Status:** Deborah Dunlop is a Registered Teacher in Aotearoa New Zealand. Where Deborah is your coach, she may provide pedagogical strategy, school liaison, and systemic advocacy based on current educational best practices.
- **Scope of Support:** The support provided is intended for coaching, consultancy and advocacy purposes only. While your coach offers expert guidance to empower and assist you, these services are not a substitute for formal psychological diagnosis, clinical counselling, legal advice, or medical treatment.
- **Referrals:** Our coaches are not medical professionals or psychologists. If it becomes apparent that clinical mental health support or a formal diagnosis is required, your coach will recommend you seek the appropriate professional.

2. Client Commitment & Responsibilities

To ensure the most effective outcome for this partnership, the Client (or their representative) agrees to the following:

- **Self-Responsibility:** The Client is responsible for their own physical, mental, and emotional well-being. You acknowledge that you are the primary driver of your choices, actions, and results.
- **Full Disclosure:** For advocacy and liaison services, the Client agrees to provide all relevant documentation (e.g., previous IEPs, reports, or school correspondence) to allow for informed professional advice.
- **Active Engagement:** Coaching and consultancy are collaborative. You agree to be open to feedback, communicate honestly, and dedicate the necessary time to engage with the strategies we co-create.

- **Decision-Making:** While your coach provides expert guidance, all final decisions regarding educational, personal, or professional matters remain solely with the Client.

3. Professional Standards & Ethics

- **ICF Compliance:** Both of our coaches are members of the International Coaching Federation (ICF) and uphold the *ICF Code of Ethics*. Your coach will act in your best interests at all times and honour your autonomy.
- **Teaching Council of Aotearoa New Zealand:** As a Registered Teacher, Deborah Dunlop is also bound by the *Code of Professional Responsibility and Standards for the Teaching Profession*.

4. Confidentiality & Recording Consent

Recording Consent: Your information is stored securely and kept private. To support their professional development, your coach may occasionally record sessions for review with their supervisor. Sessions are only ever recorded with your consent. You will be asked for your recording preference in the client onboarding form, and your verbal consent will also be requested both before and after any recording takes place. You can change your preference at any time by letting your coach know.
Privacy Statement (Privacy Act 2020): The DNA Company Limited collects personal information from you, including your name, contact details, interactions with us, and billing information. We collect this in order to provide specialised coaching, education and advocacy services.

- **Storage:** We keep your information safe by using encrypted digital storage and secure physical filing.
- **Retention:** In accordance with professional standards for Registered Teachers and coaches, we retain records for 7 years following the end of our service relationship, after which they are securely destroyed (i.e. permanent deletion of digital records and shredding of physical files).
- **Your Rights:** Under the Privacy Act 2020, you have the right to request a copy of any personal information we hold about you and to ask for it to be corrected. To do so, please contact us at coaching@adhdaunties.nz.

5. Exceptions to Confidentiality

Confidentiality will only be breached if:

- your coach believes there is a clear risk of imminent danger, self-harm, or harm to others, or
- we are legally compelled to do so under New Zealand law.

Wherever possible, your coach will discuss this with you before taking action.

6. The Advocacy Clause

In their role as an advocate, your coach may communicate with third parties (e.g., schools, SENCOs, employers). They will **only** do so with your express permission via our *Consent to Release Information* form.

Questions

If you have any questions about this agreement, please get in touch at coaching@adhdaunties.nz before completing your onboarding form.