

Privacy Policy

Arete Executive Coaching Last updated: May 2026

Who we are

This website is operated by Andrew Baber trading as Arete Executive Coaching. Our website address is aretecoaching.uk, and you can contact us at andrew@aretecoaching.uk.

We are based in London, United Kingdom.

What information we collect and why

Information you give us directly

When you complete the self-assessment tool or contact form on this website, we collect the information you provide — which may include your name, email address, and phone number. We also collect any free-text responses you choose to include.

We use this information solely to respond to your enquiry and, where you have given your consent, to contact you about coaching services. We will never sell or share your personal details with third parties.

Coaching sessions

Andrew does not keep notes during or after coaching sessions, and no session content is stored, recorded, or reported to any third party — including employers who may be sponsoring coaching. Confidentiality is absolute.

Analytics and cookies

This website uses Google Analytics and Google Search Console to understand how visitors find and use the site. These tools collect anonymous data about your visit — such as which pages you viewed, how long you spent on the site, and how you arrived — using cookies placed on your device.

This data does not identify you personally. It is used only to improve the website and understand the effectiveness of advertising.

We may also use cookies associated with Google Ads (PPC) campaigns to measure whether visits to the site result in an enquiry. Again, this data is anonymous and aggregated.

You can opt out of Google Analytics tracking at any time using the [Google Analytics Opt-out Browser Add-on](#).

The legal basis for processing your data

Under UK GDPR, we process your personal data on the following bases:

- **Consent** — where you have ticked the consent box on our contact or assessment form before submitting your details.
 - **Legitimate interests** — for anonymous analytics data used to maintain and improve the website.
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How long we keep your data

We retain contact enquiry data for as long as is necessary to manage your enquiry and any ongoing coaching relationship. We periodically review and remove personal data that is no longer needed.

If you would like your details deleted at any time, please contact us and we will do so promptly (see Your Rights below).

Who we share your data with

We do not sell, rent, or trade your personal information. Your data may be processed by the following third-party services as part of normal website operation:

- **Google LLC** — for Analytics, Search Console, and advertising measurement. Google may process data outside the UK; they operate under standard contractual clauses approved for UK use.

No other third parties receive your personal data.

Your rights

Under UK GDPR, you have the right to:

- Access the personal data we hold about you
- Ask us to correct inaccurate data
- Ask us to delete your data
- Withdraw consent at any time, without affecting the lawfulness of processing before withdrawal
- Lodge a complaint with the Information Commissioner's Office (ICO) at ico.org.uk

To exercise any of these rights, please contact us at andrew@aretecoaching.uk.

Cookies

This site uses the following types of cookies:

- **Analytics cookies** (Google Analytics) — help us understand how visitors use the site. These are not strictly necessary and are only set with your consent.
- **Advertising cookies** (Google Ads) — used to measure the effectiveness of paid search campaigns. These are not strictly necessary and are only set with your consent.

You can manage or disable cookies through your browser settings at any time.

Changes to this policy

We may update this policy from time to time. Any changes will be posted on this page with an updated date at the top.

Contact

If you have any questions about how we handle your data, please get in touch:

Andrew Baber Arete Executive Coaching andrew@aretecoaching.uk aretecoaching.uk