

wabya Privacy Policy

1. Introduction / Who We Are

This Privacy Policy explains how and why **WABYA LTD** (also referred to as “wabya”, “we”, “our” and “us”) uses Personal Data about individual users of our website at www.wabya.com and <http://www.wearebecauseyouare.com> (the “Site”) and those that provide or access our services. We are the controller of Personal Data obtained via our Site or in connection with our services, meaning we are the organisation legally responsible for deciding how and for what purposes it is used.

wabya operates the Site as a coaching platform that allows individuals and coaches to connect and facilitate the booking process to support both parties.

We take your privacy very seriously. Please read this Privacy Policy carefully as it contains important information on who we are and how and why we collect, store, use and share any information relating to you (your Personal Data) in connection with your use of our Site or our services. It also explains your rights in relation to your Personal Data and how to contact us or a relevant regulator in the event you have a complaint.

We collect, use and are responsible for certain Personal Data about you. When we do so we are subject to the UK General Data Protection Regulation (UK GDPR).

2. What this policy applies to

This Privacy Policy relates to your use of our Site and our services only.

Throughout our Site we may link to other Sites owned and operated by certain trusted third parties such as the International Coaching Federation and some of our partners to make additional, information products and services available to you. We may also link to our social media channels on social media platforms such as Instagram or Facebook. Those third party sites may also gather information about you in accordance with their own separate privacy policies. For privacy information relating to those third party Sites, please consult their privacy policies as appropriate.

3. What Personal Data is Collected and how is it Collected?

a. Clients

Registration: when a Client registers on our Site, we require the following Personal Data to complete your registration (which will be stored by us on our database):

- Name
- Email
- Telephone Number
- Username
- Password

When a Client requests a booking, a Coach will be provided with Client information which includes the following Client Personal Data:

- Name
- Email
- Telephone Number
- Reasons for the call

b. Coach

Registration: when a Coach registers with wabya, we collect and store the following Personal Data:

- Name

- Email
- Telephone Number
- Password
- Area of expertise
- Bio
- Details of experience, including personal statements, qualifications, etc
- Documents required to support application - CV, DBS certificate, any relevant docs
- Availability
- Photo identification (accepted documents are either a passport or driving licence)
- Profile photo

We may display partial information about Coaches on the Site in a mosaic format which may include the profile photo of certain Coaches but Clients will not be able to search and view any other Coach Personal Data on the Site.

Once a booking has been confirmed between Coach and Client, the Client is provided with the Coach's email address and telephone number.

c. Other Personal Data

We may collect and store the following additional Personal Data which is collected during Client and Coach interactions with our Site:

- Your name and email address when you contact us or sign-up for an offer or campaign
- Feedback on Coaches we have received from Clients
- All correspondence with any Clients/Coaches on our Site
- Information about the services we provide to you

d. We collect Personal Data from you:

- directly, when you enter or send us information, such as when you register with us, contact us (including via email), send us feedback, purchase services via our Site, post material to our Site and complete customer surveys or participate in competitions via our Site; and
- indirectly, such as your browsing activity while on our Site; we will usually collect information indirectly using the technologies explain in the section on 'Cookies' below

4. How and why we use your Personal Data

Under data protection law, we can only use your Personal Data if we have a proper reason, eg:

- where you have given consent
- to comply with our legal and regulatory obligations
- for the performance of a contract with you or to take steps at your request before entering into a contract; or
- for our legitimate interests or those of a third party

A **legitimate interest** is when we have a business or commercial reason to use your Personal Data, so long as this is not overridden by your own rights and interests.

The table below explains what we use your Personal Data for and why.

What we use your Personal Data for	Our reasons
Create and manage your account with us	<i>To perform our contract with you or to take steps at your request before entering into a contract</i>
Providing services to you	<i>To perform our contract with you or to take steps at your request before entering into a contract</i>

What we use your Personal Data for	Our reasons
Conducting checks to identify you and verify your identity or to help prevent and detect fraud against you or us	<i>For our legitimate interests, ie to minimise fraud that could be damaging for you and/or us</i>
To enforce legal rights or defend or undertake legal proceedings	<i>Depending on the circumstances: —to comply with our legal and regulatory obligations —in other cases, for our legitimate interests, ie to protect our business, interests and rights</i>
Retaining and evaluating information on your recent visits to our Site and how you move around different sections of our Site for analytics purposes to understand how people use our Site so that we can make it more intuitive or to check our Site is working as intended	<i>Depending on the circumstances: —your consent as gathered eg by the separate cookies tool on our Site —see ‘Cookies’ below —where we are not required to obtain your consent and do not do so, for our legitimate interests, ie to be as efficient as we can so we can deliver the best service to you at the best price If you have provided such a consent you may withdraw it at any time by the methods set out in this Privacy Policy (this will not affect the lawfulness of our use of your Personal Data in reliance on that consent before it was withdrawn).</i>
Communications with you not related to marketing, including about changes to our terms or policies or changes to the services or other important notices	<i>Depending on the circumstances: —to comply with our legal and regulatory obligations —in other cases, for our legitimate interests, ie to be as efficient as we can so we can deliver the best service to you at the best price.</i>
Protecting the security of systems and data used to provide the services	<i>To comply with our legal and regulatory obligations We may also use your Personal Data to ensure the security of systems and data to a standard that goes beyond our legal obligations, and in those cases our reasons are for our legitimate interests, ie to protect systems and data and to prevent and detect criminal activity that could be damaging for you and/or us.</i>
Statistical analysis to help us understand our customer base	<i>For our legitimate interests, ie to be as efficient as we can so we can deliver the best service to you at the best price</i>
Updating and enhancing customer records	<i>Depending on the circumstances: —to perform our contract with you or to take steps at your request before entering into a contract —to comply with our legal and regulatory obligations —where neither of the above apply, for our legitimate interests, e.g. making sure that we can keep in touch with our clients about our services.</i>
Disclosures and other activities necessary to comply with legal and regulatory obligations that apply to our business, eg to record and demonstrate evidence of your consents where relevant.	<i>To comply with our legal and regulatory obligations</i>
Marketing our services to existing and former clients	<i>For our legitimate interests, ie to promote our business to existing and former clients See ‘Marketing’ below for further information</i>
To share your Personal Data with third parties that will or may take control or ownership of some or all of our business (and professional advisors acting on our or their behalf) in connection with a	<i>Depending on the circumstances: —to comply with our legal and regulatory obligations</i>

What we use your Personal Data for	Our reasons
significant corporate transaction or restructuring, including a merger, acquisition, asset sale, initial public offering or in the event of our insolvency In such cases information will be anonymised where possible and only shared where necessary	— <i>in other cases, for our legitimate interests, ie to protect, realise or grow the value in our business and assets</i>

5. How and why we use your Personal Data — Special Category Personal Data

It is not our intention to collect any Special Category Personal Data from Clients or Coaches.

6. Marketing

We will use your Personal Data to send you updates (by email, text message, telephone or post) about our services, including exclusive offers, promotions or new products and services including when you sign-up for any early access offers or when you sign up for our newsletters.

We have a legitimate interest in using your Personal Data for marketing purposes (see above '**How and why we use your Personal Data**'). This means we do not need your consent to send you marketing information. If we change our marketing approach in the future so that consent is needed, we will ask for this separately and clearly.

You have the right to opt out of receiving marketing communications at any time by:

- contacting us at youare@wabya.com
- using the 'unsubscribe' link in emails

We may ask you to confirm or update your marketing preferences if you ask us to provide further products and services in the future, or if there are changes in the law, regulation, or the structure of our business.

We will always treat your Personal Data with the utmost respect and never sell it with other organisations for marketing purposes.

For more information on your right to object at any time to your Personal Data being used for marketing purposes, see '**Your rights**' below.

7. Who we share your Personal Data with

We routinely share Personal Data with:

- Our Coaches: we share Client Personal Data with them in order for them to provide coaching services and coaching sessions.
- Our Clients: we share Coach Personal Data with Clients in order for Clients to contact Coaches.
- third parties we use to help deliver our services to you, such as our payment services provider, Stripe
- other third parties we use to help us run our business, such as our Site hosts and cloud services provider (AWS and GCP), our Site analytics provider, Google Analytics and our CRM/marketing provider, Mailchimp
- third party software or platform providers such as Calendly for bookings and for video, Daily

We only allow those organisations to handle your Personal Data if we are satisfied they take appropriate measures to protect your Personal Data.

We or the third parties mentioned above occasionally also share Personal Data with:

- our external auditors, eg in relation to the audit of our accounts, in which case the recipient of the information will be bound by confidentiality obligations
- our professional advisors (such as lawyers, technology and marketing agencies and other advisors), in which case the recipient of the information will be bound by confidentiality obligations
- law enforcement agencies, courts, tribunals and regulatory bodies to comply with our legal and regulatory obligations
- other parties that have or may acquire control or ownership of our business (and our or their professional advisers) in connection with a significant corporate transaction or restructuring, including a merger, acquisition, asset sale, initial public offering or in the event of our insolvency—usually, information will be anonymised but this may not always be possible. The recipient of any of your Personal Data will be bound by confidentiality obligations

8. How long do we keep your Personal Data?

We will only retain your Personal Data for a limited period of time and for no longer than is necessary for the purposes for which we are processing it (including as necessary to comply with our legal or regulatory obligations, resolve disputes, and enforce our agreements).

9. Transferring your Personal Data out of the UK

The UK and other countries outside the UK have differing data protection laws, some of which may provide lower levels of protection of privacy.

It is sometimes necessary for us to transfer your Personal Data to countries outside the UK. In those cases we will comply with applicable UK laws designed to ensure the privacy of your Personal Data.

We will transfer your Personal Data to:

- some of our service providers who are located outside the UK

Under data protection laws, we can only transfer your Personal Data to a country outside the UK where:

- in the case of transfers subject to UK data protection law, the UK government has decided the particular country ensures an adequate level of protection of Personal Data (known as an 'adequacy regulation') further to Article 45 of the UK GDPR.
- there are appropriate safeguards in place, together with enforceable rights and effective legal remedies for you; or
- a specific exception applies under relevant data protection law

Where we transfer your Personal Data outside the UK we do so on the basis of an adequacy regulation or (where this is not available) the UK International Data Transfer Agreement (to comply with Article 46 of the UK GDPR). In the event we cannot or choose not to continue to rely on either of those mechanisms at any time we will not transfer your Personal Data outside the UK unless we can do so on the basis of an alternative mechanism or exception provided by UK data protection law and reflected in an update to this policy.

10. Cookie Policy

A cookie is a small data file automatically placed onto your computer's hard drive. Cookie files are created by our Site and placed onto your device to analyse your preferences or behaviour. Analytical cookies are there in order to track your journey and experience on the Site. These are used in order to customise your experience for data gathering reasons.

Cookies do not give us any access to your computer or any information about you, only the data you choose to share with us.

The use of cookies is not harmful and assists us in providing a better Site and general experience. They allow us to understand which pages are considered important/useful and those that are less important/not so useful.

Almost all web browsers will automatically allow cookies to be placed onto your device. You can modify your browser's settings in order to prevent any cookies from being placed onto your device, and this is completely at your discretion. However, it is important to note that blocking cookies within your browser will likely affect the normal user experience.

a. Cookies used on our Site

- Ensure functionality of the Site
- Recognise your preferences during visits
- Allow the sharing of pages through social media platforms including Whatsapp, Facebook, LinkedIn and Twitter
- Allow you to leave comments
- Post enquiries through online forms
- Track visits for statistical analysis

Please see the cookies that we use as per our Site development software, in the table below.

TABLE

Please see www.allaboutcookies.org/ for more.

b. Analytical tracking

Our Site has Google Analytics installed which allows us to track and collect anonymous visitor statistics. The information collected ranges from simple traffic volume to the type of browser you are viewing our Site with. We use the information to improve our user experience, security, and page speed among other actions. Google offers a [Google Analytics Opt-out Browser Add-on](#) that will allow you to automatically opt-out of all Sites that track your activity via Google Analytics.

11. Your rights

You generally have the following rights, which you can usually exercise free of charge:

Access to a copy of your Personal Data	The right to be provided with a copy of your Personal Data
Correction (also known as rectification)	The right to require us to correct any mistakes in your Personal Data
Erasure (also known as the right to be forgotten)	The right to require us to delete your Personal Data—in certain situations
Restriction of use	The right to require us to restrict use of your Personal Data in certain circumstances, eg if you contest the accuracy of the data
Data portability	The right to receive the Personal Data you provided to us, in a structured, commonly used and machine-readable format and/or transmit that data to a third party—in certain situations
To object to use	The right to object:

	<p>—at any time to your Personal Data being used for direct marketing (including profiling)</p> <p>—in certain other situations to our continued use of your Personal Data, eg where we use your Personal Data for our legitimate interests unless there are compelling legitimate grounds for the processing to continue or the processing is required for the establishment, exercise or defence of legal claims</p>
Not to be subject to decisions without human involvement	<p>The right not to be subject to a decision based solely on automated processing (including profiling) that produces legal effects concerning you or similarly significantly affects you</p> <p>We do not make any such decisions based on data collected by our Site</p>
The right to withdraw consents	<p>If you have provided us with a consent to use your Personal Data you have a right to withdraw that consent easily at any time</p> <p>You may withdraw consents by the methods set out in this Privacy Policy.</p> <p>Withdrawing a consent will not affect the lawfulness of our use of your Personal Data in reliance on that consent before it was withdrawn</p>

For further information on each of those rights, including the circumstances in which they do and do not apply, please contact us (see '**How to contact us**' below). You may also find it helpful to refer to the [guidance from the UK's Information Commissioner](#) on your rights under the UK GDPR.

If you would like to exercise any of those rights, please email, call or write to us — see below: '**How to contact us**'. When contacting us please:

- provide enough information to identify yourself [(eg your full name, address and customer or matter reference number)] and any additional identity information we may reasonably request from you, and
- let us know which right(s) you want to exercise and the information to which your request relates

12. How to complain

Please contact us if you have any queries or concerns about our use of your Personal Data (see below '**How to contact us**'). We hope we will be able to resolve any issues you may have.

You also have the right to lodge a complaint with the UK Information Commissioner.

The UK Information Commissioner may be contacted using the details at <https://ico.org.uk/make-a-complaint> or by telephone: 0303 123 1113.

13. How to contact us

You can contact us by email if you have any questions about this Privacy Policy or the information we hold about you, to exercise a right under data protection law or to make a complaint.

Our contact details
Please email: youare@wabya.com

14. Changes to this Privacy Policy

We reserve the right to modify this Privacy Policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the Site. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

Privacy Policy created: July 2023