



PRIVACY POLICY

Last Updated: January 2026

Bernice Watson trading as Version Coaching ("we," "us," "our") is committed to protecting your privacy and personal data. This Privacy Policy explains how we collect, use, store, and protect your information when you use our services, website, or interact with us.

This policy complies with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

1. Who We Are

Data Controller: Bernice Watson trading as Version Coaching

Business Address: 124 City Road, London EC1V 2NX

Contact Email: hello@versioncoaching.com

As a sole trader, Bernice Watson is the data controller responsible for your personal data.

2. What Information We Collect

We collect and process the following types of personal data:

2.1 Information You Provide Directly

a) Contact Information: Name, email address, phone number (if provided)

b) Payment Information: Processed through Stripe, Google Pay, Apple Pay, or PayPal. We do not store your full card or bank details. Some clients may pay via bank transfer (BACS).

c) Health Information: Information about your fitness goals, health conditions, injuries, exercise history, menstrual cycle (if relevant), menopause status, and any other health-related information you share with us through onboarding forms, coaching sessions, or app messaging

- d) Progress Tracking Data:** Photos (if you choose to share them), body measurements, workout tracking data, food diaries (optional), fitness data from integrated smartwatches or apps like Strava
- e) Communication Records:** Messages sent via Trainerize app, emails, WhatsApp messages, Zoom call recordings (if you consent), session notes from coaching calls
- f) Form Responses:** Responses to onboarding forms, quizzes, audits, and waitlist sign-ups via Tally or ScoreApp

2.2 Information Collected Automatically

- a) Website Analytics:** We use Wix Analytics and Meta Pixel to track website visits, page views, and user behaviour on our website
- b) Cookies:** Our website uses cookies, including those from Meta Business Suite and Wix. See section 10 for more details
- c) Technical Information:** IP address, browser type, device information, and access times

3. How We Use Your Information

We use your personal data for the following purposes:

3.1 To Provide Our Services (Contractual Basis)

- Deliver coaching programmes, training plans, and nutrition support
- Communicate with you about your programme and progress
- Provide access to Trainerize app, Zoom workshops, and other service platforms
- Track your workouts and progress (with your consent)
- Manage bookings, payments, and customer support

3.2 For Marketing and Communication (Consent Basis)

- Send newsletters, challenges, and marketing emails via Mailerlite (only if you have opted in)
- Send automated messages via Manychat (only if you have opted in)
- Share announcements about new programmes or services with existing clients
- Contact you about relevant opportunities if you've signed up to our waitlist or expressed interest

You can opt out of marketing communications at any time by clicking "unsubscribe" in any email or contacting us directly.

3.3 For Business Development and Improvement (Legitimate Interest)

- Analyse anonymised data to improve our services and programmes
- Use anonymised testimonials, general patterns, and results in content creation and marketing (no personal identifiers unless you give explicit permission)
- Maintain CRM records in Zapier to track client journey and segmentation

- Conduct quizzes and audits to better understand client needs

3.4 Legal and Compliance (Legal Obligation)

- Comply with legal and regulatory requirements, including tax obligations

4. Legal Basis for Processing

We process your data under the following legal bases:

- a) Contract:** Processing necessary to provide our services to you
- b) Consent:** For marketing communications, testimonials, photos, and optional data sharing (e.g., fitness tracker integration)
- c) Legitimate Interest:** For business development, improving services, and maintaining customer relationships
- d) Legal Obligation:** For compliance with tax and legal requirements

5. Who We Share Your Data With

We share your personal data with the third parties to deliver our services included but not limited to:

5.1 Service Providers and Technology Partners

Trainerize: Coaching app for delivering programmes, tracking workouts, messaging, and managing coaching sessions

Wix: Website hosting and e-commerce platform

Stripe, Google Pay, Apple Pay, PayPal: Payment processing

cal.com: Booking platform for ad-hoc coaching calls

Zoom, Google Meet: Video calling for coaching sessions

WhatsApp: Occasional communication with clients

Mailerlite: Email marketing, newsletters, and challenge delivery

Manychat: Automated messaging and lead capture via social media

Tally: Forms for onboarding, waitlist, and informed consent

ScoreApp: Detailed quizzes and audits

Zapier: Workflow automation and CRM (connecting apps, tracking client journey and segmentation)

Google Drive: Secure cloud storage for client files and session notes

Meta (Facebook/Instagram): Social media marketing and advertising (Meta Pixel for tracking)

LinkedIn, TikTok: Social media presence and marketing (may be used in future)

Canva: Design and content creation

CapCut: Video editing

ChatGPT and Claude: AI tools for content creation and business support (no personal or identifiable client data is shared with these tools)

5.2 International Data Transfers

Many of the services listed above are operated by US-based or global companies.

This means your data may be transferred to and stored in the United States or other countries outside the UK and EU. Where this occurs, we ensure that appropriate safeguards are in place, such as Standard Contractual Clauses (SCCs) or the service provider's adherence to recognised data protection frameworks.

5.3 No Sharing with Third Parties for Their Own Purposes

We do not sell, rent, or share your personal data with third parties for their own marketing purposes. Data is only shared with the service providers listed above for the purposes of delivering our services to you.

6. How Long We Keep Your Data

We retain your personal data for as long as necessary to provide our services and comply with legal obligations. Our retention periods are as follows:

- a) Coaching Clients:** We retain your data for 3 years after your last coaching session to allow you to return without losing your history and progress
- b) Programme-Only Clients:** We retain your data for up to 1 year after your programme ends
- c) Marketing Contacts:** We retain your email address until you unsubscribe or request deletion
- d) Financial Records:** We retain payment and invoicing records for 7 years to comply with UK tax law
- e) Anonymised Data:** We may retain anonymised or aggregated data indefinitely for business analysis and improvement

You can request deletion of your data at any time (see section 8), subject to our legal obligations.

7. How We Protect Your Data

We take data security seriously and implement appropriate technical and organisational measures to protect your personal data, including:

- Using secure, encrypted platforms for data storage and communication (Google Drive, Trainerize, Stripe, etc.)
- Password-protecting accounts and devices
- Limiting access to personal data to only what is necessary for service delivery
- Regularly reviewing our data protection practices
- Using trusted, reputable third-party providers with their own robust security measures

While we take all reasonable precautions, no system is completely secure. You are responsible for keeping your account login details confidential and notifying us immediately if you suspect any unauthorised access.

8. Your Rights Under UK GDPR

You have the following rights regarding your personal data:

8.1 Right to Access

You can request a copy of the personal data we hold about you. We will provide this free of charge within one month of your request.

8.2 Right to Rectification

You can ask us to correct any inaccurate or incomplete personal data.

8.3 Right to Erasure ("Right to be Forgotten")

You can request that we delete your personal data, subject to certain legal exceptions (e.g., we must retain financial records for tax purposes).

8.4 Right to Restrict Processing

You can ask us to restrict how we use your data in certain circumstances (e.g., while we verify its accuracy).

8.5 Right to Data Portability

You can request a copy of your data in a commonly used, machine-readable format, which you can transfer to another service provider.

8.6 Right to Object

You can object to our processing of your data where we are relying on legitimate interest as the legal basis. You can also object to direct marketing at any time.

8.7 Right to Withdraw Consent

Where we rely on your consent to process data (e.g., for marketing), you can withdraw consent at any time. This will not affect the lawfulness of processing before you withdrew consent.

8.8 How to Exercise Your Rights

To exercise any of these rights, please contact us at hello@versioncoaching.com. We will respond within one month.

9. Testimonials and Content Use

We may use anonymised testimonials, general patterns, and results from our clients in our marketing and content creation. This will never include personal identifiers (such as your name or photo) unless you have given explicit written consent.

If you agree to share a testimonial with your name or photo, you can withdraw consent at any time by contacting us, and we will remove it from our materials.

We may also use *anonymised* examples from questions asked or challenges experienced by clients for educational content, provided no personal identifiers are included.

10. Cookies and Tracking Technologies

Our website uses cookies and similar tracking technologies. Cookies are small text files stored on your device that help us improve your experience and understand how you use our website.

10.1 Types of Cookies We Use

Essential Cookies: Required for the website to function (e.g., shopping cart, login)

Analytics Cookies: Wix Analytics to understand website usage and improve user experience

Marketing Cookies: Meta Pixel and Meta Business Suite to track conversions, deliver targeted ads, and measure ad performance

10.2 Managing Cookies

You can control and delete cookies through your browser settings. However, disabling cookies may affect the functionality of our website. For more information on how to manage cookies, visit www.aboutcookies.org.

11. Third-Party Links

Our website and communications may contain links to third-party websites (e.g., social media, payment processors). We are not responsible for the privacy practices of these third-party sites. We recommend reviewing their privacy policies before sharing any personal information.

12. Children's Privacy

Our services are not intended for individuals under the age of 18. We do not knowingly collect personal data from minors. If we become aware that we have collected data from someone under 18, we will delete it promptly.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. Where changes are significant, we will notify you by email or through our website. The "Last Updated" date at the top of this policy indicates when it was last revised.

14. Complaints and Regulatory Authority

If you are unhappy with how we have handled your personal data, you have the right to lodge a complaint with the UK's supervisory authority:

Information Commissioner's Office (ICO)

Website: www.ico.org.uk

Phone: 0303 123 1113

Email: caserwork@ico.org.uk

However, we encourage you to contact us first so we can try to resolve any issues directly.

15. Contact Us

If you have any questions about this Privacy Policy or how we handle your personal data, please contact us by email hello@versioncoaching.com

By using our services, you acknowledge that you have read and understood this Privacy Policy.