Privacy notice

Last updated: 12 November 2026

This privacy notice tells you what to expect us to do with your personal information. It is issued by Sarah Higgins Corporate Coaching Ltd, trading as We Love Leadership (“we”, “us”, “our”).

Contact details

Email: support@weloveleadership.com

Sarah Higgins Corporate Coaching Ltd is registered with the Information Commissioner’s Office (ICO) as a data controller. **ICO registration reference:** ZB192044

What information we collect, use, and why

We collect or use the following information to **provide services and goods, including delivery**:

- Names and contact details
- Addresses
- Purchase or account history
- Payment details (including card or bank information for transfers and direct debits)
- Photographs or video recordings
- Call recordings
- Records of meetings and decisions
- Information relating to compliments or complaints
- Coaching session notes, leadership development goals, professional challenges, feedback and records of participation in coaching and leadership development programmes
- Psychometric assessment results and reports, such as your Working Genius profile
- Online learning records, including course enrolment, progress and completion

We also collect or use the following special category information to **provide services and goods**. This information is subject to additional protection due to its sensitive nature:

- Health information – for example, information about stress, wellbeing or mental health that you choose to share with us during coaching or on our forms

We collect or use the following information for **service updates or marketing purposes**:

- Names and contact details
- Addresses

- Marketing preferences
- Recorded images, such as photos or videos
- Website and app user journey information
- Records of consent, where appropriate

We collect or use the following information to **comply with legal requirements**:

- Name
- Contact information

We collect or use the following personal information for **dealing with queries, complaints or claims**:

- Names and contact details
- Addresses
- Payment details
- Purchase or service history
- Correspondence

Lawful bases and data protection rights

Under UK data protection law, we must have a "lawful basis" for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the ICO's website.

Which lawful basis we rely on may affect your data protection rights, which are set out in brief below. You can find out more about your data protection rights and the exemptions which may apply on the ICO's website:

- **Your right of access** – You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. Read more about the right of access.
- **Your right to rectification** – You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. Read more about the right to rectification.
- **Your right to erasure** – You have the right to ask us to delete your personal information. Read more about the right to erasure.
- **Your right to restriction of processing** – You have the right to ask us to limit how we can use your personal information. Read more about the right to restriction of processing.
- **Your right to object to processing** – You have the right to object to the processing of your personal data. Read more about the right to object to processing.
- **Your right to data portability** – You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. Read more about the right to data portability.
- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. Read more about the right to withdraw consent.

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to **provide services and goods** are:

- **Consent** – we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- **Contract** – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

Where we collect or use **health information**, UK data protection law requires us to have an additional condition for doing so. The condition we rely on is:

- **Explicit consent** – you have clearly agreed to us recording and using health information you share with us, for the purpose of delivering your coaching. You do not have to share health information to work with us, and you can withdraw your consent at any time by contacting us. If you do, we will stop using that information and delete it from our records unless the law requires us to keep it.

Our lawful bases for collecting or using personal information for **service updates or marketing purposes** are:

- **Consent** – we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.

Our lawful bases for collecting or using personal information for **legal requirements** are:

- **Legal obligation** – we have to collect or use your information so we can comply with the law. All of your data protection rights may apply, except the right to erasure, the right to object and the right to data portability.

Our lawful bases for collecting or using personal information for **dealing with queries, complaints or claims** are:

- **Contract** – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- **Legitimate interests** – we're collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
  - We have a legitimate interest in responding to enquiries, handling complaints and resolving disputes relating to our coaching, training and leadership development services. We use only the personal information necessary for these purposes and take appropriate steps to protect people's privacy.

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Where we get personal information from

- Directly from you
- Publicly available sources
- Third parties:
  - Corporate clients, employers, HR departments and other organisations arranging coaching, leadership development or training services on behalf of their employees or colleagues. We may also receive contact details through professional referrals and introductions.
  - Psychometric assessment providers (Working Genius), who make your results available to us when you complete an assessment we have arranged for you.

How long we keep information

We keep personal information only for as long as we need it for the purposes set out in this notice. Our retention periods are:

- **Contracts, invoices and payment records** – 6 years after the end of the financial year they relate to, to meet our tax and accounting obligations.
- **Coaching session notes, psychometric assessment results and programme records** (including any health information you have shared) – 2 years after the coaching engagement or programme ends.
- **Online learning records** – for as long as you have an active learning account with us, and for 12 months afterwards.
- **Recordings of calls and online sessions** – 12 months after the recording is made, unless you ask us to delete it sooner.
- **Enquiries that do not lead to us working together** – 12 months after our last contact.
- **Marketing contact details and preferences** – until you unsubscribe or withdraw your consent. We review our mailing list every 2 years and remove contacts who are no longer engaging with us.
- **Complaints and claims records** – 6 years after the matter is closed.

At the end of these periods we securely delete or anonymise the information. We may keep it for longer where the law requires us to, or where we need it to deal with a complaint or legal claim.

Who we share information with

Data processors

We use the following categories of provider to support the day-to-day operation of our business. They handle personal information on our behalf and only on our instructions:

- **UK-based outsourced business support providers** – administrative support, managing website enquiries and processing membership applications.

- **Website hosting provider (Wix)** – hosting our website and managing website enquiries.
- **Cloud storage and online form providers (Google Drive, Google Forms and Dropbox)** – storing business and client records and collecting form responses.
- **Video conferencing provider (Zoom)** – delivering and recording online coaching sessions.
- **Event booking provider (Ticket Tailor)** – managing webinar and event registrations.
- **Appointment booking provider (Calendly)** – scheduling calls and meetings.
- **Payment processing provider (Stripe)** – processing payments.
- **Psychometric assessment provider (Working Genius, operated by The Table Group)** – delivering assessments and producing results reports.
- **Online learning platform provider (TalentLMS)** – delivering online courses and recording learning progress.
- **Email marketing provider (Mailchimp)** – sending email communications.

Others we share personal information with

- Organisations we need to share information with for safeguarding reasons
- Organisations we're legally obliged to share personal information with

Sharing information outside the UK

We do not sell your personal information or pass it to other organisations for their own use. However, some of the technology providers we use to run our business, such as cloud storage, store or process information on servers outside the UK. Where this happens, we comply with UK data protection law by making sure the information is protected in one of these ways:

- the country (or the provider, in the case of US organisations certified under the UK Extension to the EU–US Data Privacy Framework) is covered by UK adequacy regulations; or
- our contract with the provider includes the ICO's International Data Transfer Agreement or the UK Addendum to the EU standard contractual clauses.

Type of provider	What they do for us	Where information may be held	How it is protected
Cloud storage and forms – Google Drive and Google Forms	Storing business and client records and collecting form responses	Google data centres in the UK, Europe, the USA and other countries	Google's contractual transfer safeguards (standard contractual clauses with the UK Addendum) and UK adequacy regulations where they apply
Cloud storage – Dropbox	Storing business and client records	Dropbox data centres in the USA and Europe	UK Extension to the EU–US Data Privacy Framework and standard contractual clauses

Type of provider	What they do for us	Where information may be held	How it is protected
Website hosting – Wix	Hosting our website and managing website enquiries	Wix servers in a number of countries, including outside the UK	Wix's Data Processing Addendum, including standard contractual clauses with the UK Addendum, and the UK Extension to the EU–US Data Privacy Framework
Video conferencing – Zoom	Delivering and recording online coaching sessions	Zoom data centres in the USA and other countries	Zoom's Data Processing Addendum, including standard contractual clauses with the UK Addendum, and the UK Extension to the EU–US Data Privacy Framework
Event booking – Ticket Tailor	Managing webinar and event registrations	Ireland (Ticket Tailor is a UK company)	UK adequacy regulations covering the European Economic Area
Appointment booking – Calendly	Scheduling calls and meetings	USA	UK Extension to the EU–US Data Privacy Framework, backed by standard contractual clauses with the UK Addendum
Payment processing – Stripe	Processing payments	UK, Europe and the USA	UK Extension to the EU–US Data Privacy Framework, backed by Stripe's Data Transfers Addendum, which includes the UK Addendum to the standard contractual clauses
Psychometric assessments – Working Genius	Delivering assessments and producing results reports	USA	The Table Group's transfer safeguards for personal information sent to the USA, such as standard contractual clauses
Online learning platform – TalentLMS	Delivering online courses and recording learning progress	USA and Europe	UK Extension to the EU–US Data Privacy Framework, backed by TalentLMS's Data Processing Addendum
Email marketing – Mailchimp	Sending email communications	USA	UK Extension to the EU–US Data Privacy Framework, backed by Mailchimp's Data Processing Addendum

You can ask us for more information about these safeguards using the contact details at the top of this notice.

How to complain

If you have any concerns about our use of your personal information, you can make a data protection complaint to us:

Email: support@weloveleadership.com

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

ICO Head Office
4th Floor, No.3 Circle Square
5 Hawkshaw Street
Manchester
M1 7BL

Helpline number: 0303 123 1113
Website: https://www.ico.org.uk/make-a-complaint