

# Privacy notice - professional services

## The Cognitive Health Coach customer privacy notice

**Registered name:** Parkwood Learning Ltd

This privacy notice tells you what to expect us to do with your personal information.

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## Contact details

### Email

hello@thecognitivehealthcoach.co.uk

## What information we collect, use, and why

We collect or use the following information to **provide and improve products and services for clients:**

- Names and contact details
- Addresses
- Gender
- Date of birth

- Payment details (including card or bank information for transfers and direct debits)
- Transaction data (including details about payments to and from you and details of products and services you have purchased)
- Health information (such as medical records or health conditions)
- Video recordings
- Records of meetings and decisions
- Account access information
- Website user information

We also collect or use the following information to **provide and improve products and services for clients:**

- Health information

We collect or use the following personal information for the **operation of client or customer accounts:**

- Names and contact details
- Addresses
- Purchase or service history
- Account information, including registration details
- Marketing preferences

We also collect or use the following information for the **operation of client or customer accounts:**

- Health information

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

- Names and contact details
- Marketing preferences

- Purchase or account history

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

- Names and contact details
- Address
- Payment details
- Account information
- Purchase or service history
- Customer or client accounts and records

## Lawful bases and data protection rights

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to **provide and improve products and services for clients** 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.
- 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 collect health and lifestyle information to enable health coaching

Our lawful bases for collecting or using personal information for the **operation of client or customer accounts** 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.
- 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 collect health and lifestyle information to enable health coaching

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

## Where we get personal information from

- Directly from you

## How long we keep information

We will keep your information for 2 years after conclusion of our contract only in order to have continuity of service if you wish to restart coaching within that time.

## Who we share information with

Others we share personal information with

- Professional consultants – we will only share personal and health information with a Re:CODE 2.0 Practitioner suggested by us, but chosen by you, if you agree to information sharing. You will be asked to reply to an email to both of us “confirming permission to share information”.

## How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

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:

Information Commissioner’s Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

## Last updated

8 November 2024