PRIVACY POLICY

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Life Transformational Coach | Identity Growth Coach

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1. Purpose of This Privacy Policy

I recognise that trust is an essential part of the coaching relationship and that protecting personal information forms part of that trust.

This Privacy Policy explains how I collect, use, store, protect, retain and, where appropriate, disclose personal information in connection with my coaching practice, website and related services.

My intention is to handle personal information responsibly, transparently and only for legitimate purposes connected to my coaching practice, professional responsibilities, business administration and applicable legal requirements.

This Privacy Policy applies to website visitors, prospective clients, current clients and former clients whose personal information I process.

My practice is based in South Africa and personal information is handled with regard to the Protection of Personal Information Act 4 of 2013 (POPIA) and other applicable legal requirements.

2. Personal Information I May Collect

Depending on the nature of your interaction with me, I may collect and process information including:

- Your name and contact information, including email address, Business WhatsApp number and other appropriate contact details.
- Country or location information where relevant to the provision of services.
- Information submitted through website forms, enquiries, lead magnets, consultation or booking processes.
- Information provided during the client intake and onboarding process.
- Identity and verification information, which may include a South African identity number or another appropriate government-issued identification number or document where reasonably required to verify the identity of the person entering into the coaching relationship or Client Agreement.
- Coaching goals, desired outcomes, intentions and other information relevant to the coaching process.
- Information voluntarily shared during coaching sessions.
- Coaching notes and professional records relating to the coaching journey.
- Exercises, assignments, reflections and other material completed or shared during coaching.
- Information relating to relevant beliefs, emotional patterns, challenges, insights and areas identified for exploration during coaching.
- Session dates, duration and other administrative information.
- Feedback provided during or following coaching.
- Audio and/or video recordings of online coaching sessions where sessions are recorded.
- Payment and transaction information reasonably necessary to administer the coaching relationship and maintain appropriate business records.
- Limited health, treatment or other professional-support information where that information is genuinely relevant to determining whether coaching is appropriate, whether the client is sufficiently able to participate meaningfully, or whether coordination with another qualified professional may be appropriate.

I endeavour not to collect personal information that is unnecessary or excessive for the purpose for which it is required.

3. Identity Verification

Because coaching services may be provided digitally and internationally, I may request appropriate identification information to reasonably verify the identity of the person entering into a coaching relationship or Client Agreement.

The particular form of identification required may differ according to the client's country and circumstances and does not necessarily need to be a passport.

Where identity verification is required, I will endeavour to collect and retain only the information reasonably necessary for the verification and legitimate administration of the coaching relationship.

4. Why I Process Personal Information

Personal information may be processed for purposes including:

- Responding to enquiries.
- Providing requested resources or information.
- Arranging consultations and coaching sessions.
- Assessing whether my coaching services are appropriate for a prospective client.
- Establishing and administering the coaching relationship.
- Verifying identity where reasonably necessary.
- Delivering coaching services.
- Understanding the client's goals, desired outcomes and coaching journey.
- Preparing for and maintaining continuity between coaching sessions.
- Providing exercises, resources and assignments.
- Maintaining appropriate professional and administrative records.
- Processing payments and maintaining financial or transaction records.
- Communicating about appointments, assignments, practical matters and the coaching relationship.
- Requesting feedback.
- Maintaining selected historical coaching information for continuity should a client continue into another program or return for future coaching.
- Meeting professional, contractual, legal, regulatory, accounting or compliance responsibilities.
- Protecting the legitimate interests, rights and security of my clients and my practice.
- Providing information about future coaching services, programs or offers where such communication is permitted by applicable law.

Personal information will not knowingly be used for purposes that are incompatible with the purpose for which it was collected unless there is an appropriate lawful basis for doing so.

5. Website, Lead Magnets and Automated Communications

My website and associated digital systems may collect personal information when you submit an enquiry, request a resource, download a lead magnet, join a mailing list, book a consultation or otherwise voluntarily provide information.

Where you provide contact information through a website form, lead magnet or similar service, automated systems may be used to deliver the resource or information you requested, provide relevant follow-up information, request feedback regarding the resource or your experience, and communicate about relevant coaching services, programs or offers where permitted by applicable law.

Providing feedback privately does not automatically constitute permission for that feedback to be published as a testimonial, review or marketing material.

The website may use cookies and similar technologies necessary for website functionality. Additional technologies may be used for analytics, performance or marketing purposes where implemented. Where required by applicable law, appropriate information and choices regarding cookies or similar technologies will be provided.

6. Coaching Session Recordings

Online coaching sessions may be recorded where recording forms part of the coaching process.

The purpose of ordinary coaching-session recordings may include professional reflection, maintaining an accurate understanding of the coaching work, preparing for subsequent sessions and supporting continuity throughout the client's coaching journey.

Clients will be informed that sessions may be recorded and appropriate consent will be obtained.

Consent to the recording of a coaching session does not constitute consent for that recording, the client's image, voice, story or statements to be used for advertising, testimonials, social media, training material, promotional content or other public purposes. Any such use requires separate and appropriate consent.

Ordinary coaching-session recordings will normally be retained for the duration of the relevant 90-day coaching program and securely deleted when that recording is no longer required for its coaching purpose.

Where a client continues directly into a further coaching program, relevant written coaching records may continue as part of the active coaching relationship. This does not automatically mean that previous session recordings will be retained.

7. Coaching Records and Continuity

The end of a coaching program does not necessarily require the immediate destruction of every record relating to the coaching relationship.

Selected coaching information may be retained where reasonably necessary to provide professional continuity if a client proceeds into further coaching or returns for coaching in the future.

Such records may include previous goals, desired outcomes and intentions; significant challenges identified during coaching; beliefs or emotional patterns relevant to the coaching work; coaching strategies, exercises or tools previously explored; significant insights, outcomes or areas of growth; and information that may help avoid unnecessary repetition should coaching resume.

Historical coaching information represents what was relevant at the time it was recorded. It will not automatically be treated as a permanent description of who the client is, what they currently believe, how they currently experience their life or what their present goals should be.

Where a client returns for future coaching, previous information may be used as a point of reference for renewed exploration rather than as an assumption that the client has remained unchanged.

8. Storage and Security

I take reasonable technical and organisational measures to protect personal information against loss, damage, unauthorised access, disclosure, alteration, misuse or unlawful processing.

My primary electronic client records may be stored on password-protected external storage.

During the normal operation of my practice, temporary working copies may also be processed on my computer or through digital services required to provide or administer the coaching service.

Where reasonably practicable, working copies that are no longer required will be deleted after the information has been appropriately processed and transferred to its intended secure storage location.

Access to client information is restricted to persons or service providers who are appropriately authorised or require access for a legitimate purpose connected to the provision or administration of the service.

No electronic storage or transmission system can be guaranteed to be completely secure. I therefore endeavour to maintain reasonable safeguards and review them where circumstances, risks or technology change.

9. Retention of Personal Information

Different categories of information may require different retention periods.

Coaching Session Recordings

Ordinary coaching-session recordings will normally be retained only for the relevant 90-day coaching program and deleted thereafter when no longer required for their coaching purpose.

Selected Coaching History

Following the end of the coaching relationship, selected written coaching records may be retained for up to five years where reasonably necessary for professional record-keeping and continuity should the client return for future coaching. Where coaching continues directly into another program, relevant records may continue to form part of the active coaching relationship.

Administrative, Contractual and Financial Records

Certain personal, contractual, transaction, financial, compliance or business records may need to be retained for periods determined by applicable legal, regulatory, accounting, contractual or legitimate business requirements. These records may therefore have retention periods different from coaching records.

Information will not knowingly be retained merely because storage is available. Where personal information is no longer reasonably required and there is no lawful basis or requirement for its continued retention, it will be securely deleted, destroyed or otherwise handled as required by applicable law.

10. Third-Party Digital Services

I may use reputable third-party service providers and digital platforms where reasonably necessary to operate my coaching practice and provide services.

These may include video-conferencing services such as Zoom; website, funnel, form and client-management services such as Systeme.io; email and electronic messaging services; WhatsApp or similar communication services; payment-processing providers; and other appropriate technology or business-service providers.

Certain personal information may therefore be processed, transmitted or temporarily stored by those providers in accordance with their own privacy and security practices.

I endeavour to use appropriate service providers and to limit the information processed through those services to what is reasonably necessary for the relevant purpose.

11. International Processing and Cross-Border Information

My coaching practice is based in South Africa but may provide services to clients internationally.

The digital platforms and service providers used in delivering these services may also operate or store information in different jurisdictions.

Personal information may therefore, where appropriate and lawful, be processed or transferred outside South Africa.

Where cross-border processing occurs, I will endeavour to handle such processing in accordance with applicable data-protection requirements and use service providers offering appropriate safeguards where reasonably possible.

12. Communication and Direct Marketing

Contact information provided in connection with coaching will be used where reasonably necessary to communicate about the coaching relationship, including sessions, appointments, assignments, payments, practical matters and other service-related communications.

Where permitted by applicable law, contact information may also be used to provide information about relevant future coaching services, programs, resources, events or offers.

Where appropriate, individuals may be given a separate opportunity to indicate whether they wish to receive marketing communications.

A person may opt out of direct marketing communications at any time through the unsubscribe facility provided or by contacting me.

Opting out of marketing communications will not prevent communications that are reasonably necessary to provide or administer an active service the client has requested or purchased.

Sensitive coaching information will not be used merely to target a person with marketing based upon vulnerabilities, emotional experiences or private matters disclosed during coaching.

13. Feedback, Reviews and Testimonials

Clients, prospective clients and recipients of resources such as lead magnets may be invited to provide feedback regarding their experience.

Feedback provided privately will be treated as private information unless appropriate permission has been obtained for another use.

Where I wish to publish feedback as a testimonial, review or promotional material, separate permission will be obtained where required.

That permission may specify how the person may be identified, for example by full name, first name only, business or professional information, photograph, audio or video, or anonymous or partially anonymous attribution.

Permission to use feedback in one form does not automatically constitute permission to use it in another form.

Testimonial recordings or material specifically authorised for promotional use may be retained for as long as they remain relevant to the authorised purpose, subject to applicable law and any rights the individual may have concerning withdrawal of consent or continued processing.

14. Sharing Information With Other Professionals

Where a client's circumstances indicate that additional professional support may be appropriate, I may encourage the client to seek assistance from an appropriately qualified professional.

Where coordination or communication with another professional may be appropriate, personal or coaching information will not ordinarily be shared with that professional without the client's informed consent, unless disclosure is otherwise required or permitted by applicable law.

Where information is shared, I will endeavour to disclose only information reasonably necessary for the purpose concerned.

I will respect the professional scope, confidentiality requirements and independent judgement of other professionals involved in the client's care or support.

15. Confidentiality and Lawful Disclosure

Information shared within the coaching relationship will be treated as private and confidential.

Confidentiality is, however, not absolute.

There may be circumstances in which disclosure of personal information is required or permitted by applicable South African law, including compliance with a valid court order or other lawful requirement.

There may also be circumstances involving a serious and immediate concern for the safety of the client or another person where appropriate action needs to be considered.

In such circumstances, I will exercise reasonable professional judgement within the boundaries of my competence and professional scope and with regard to applicable law.

Where disclosure becomes necessary, I will endeavour to disclose only information reasonably necessary for the lawful or protective purpose concerned and continue to respect the client's privacy as far as reasonably possible.

16. Access to Personal Information

You may request confirmation of whether I hold personal information about you and may request access to personal information that you are legally entitled to receive.

Before providing access to personal information, I may take reasonable steps to verify the identity of the person making the request. This is intended to protect client confidentiality and prevent information from being released to an unauthorised person.

17. Correction and Updating of Information

You may request the correction or updating of personal information that is inaccurate, incomplete, misleading, out of date or otherwise requires correction in accordance with applicable law.

A change in your present circumstances does not necessarily make an accurate historical coaching record incorrect.

For example, information accurately recording an issue, belief, goal or experience identified during a previous coaching period may remain an accurate historical record even though your circumstances have subsequently changed. Where appropriate, updated information may instead be recorded to reflect the change.

18. Requests for Deletion

You may request deletion or destruction of personal information in circumstances recognised by applicable law.

Requests for correction or deletion should be made in writing through the appropriate contact channel.

I may take reasonable steps to verify your identity before acting on such a request.

Where there is no ongoing coaching relationship and no legal, contractual, professional or other lawful reason requiring or permitting continued retention, a request for deletion of coaching-history information may be honoured before the normal five-year retention period has expired.

There may, however, be circumstances in which particular records cannot immediately be deleted because they are subject to an applicable legal, contractual, financial, compliance or other lawful retention requirement. Where appropriate, I will explain why particular information needs to be retained.

Where a deletion request is accepted, the relevant information will be securely deleted or destroyed as soon as reasonably practicable.

A limited administrative or compliance record may be retained showing that the request was received, the date of the request, appropriate identity verification where applicable, the decision taken, the action performed and date of completion, and any limited information that had to be retained and the reason for doing so.

This compliance record will be kept separately from the coaching history and will not be used as a means of recreating information that was properly deleted.

19. Withdrawal of Consent and Objection to Processing

Where processing depends upon your consent, you may withdraw that consent in accordance with applicable law.

Withdrawal of consent does not necessarily require the deletion of information that I am otherwise lawfully required or permitted to retain.

You may also have the right to object to particular processing in circumstances recognised by POPIA.

Marketing preferences can be changed at any time, and opting out of marketing does not affect the lawfulness of processing that occurred before the opt-out or prevent necessary service-related communication.

20. Security Incidents and Personal Information Breaches

Despite reasonable safeguards, security incidents can occur.

Examples may include loss or theft of a device or storage medium, unauthorised access to an account, accidental disclosure of information to the wrong person, compromise of a digital service, or another incident affecting the confidentiality or security of personal information.

If I become aware of a security incident involving personal information, I will take reasonable steps to identify and contain the incident, protect the information concerned where possible, investigate what occurred, address identified security weaknesses, and maintain an appropriate record of the incident and the action taken.

Where notification is required under applicable law, I will notify the Information Regulator and affected individuals as required.

Where notification to an affected person is required, I will endeavour to provide sufficient information regarding what occurred, the information potentially affected, steps taken in response and reasonable precautions the person may consider taking.

Privacy and security incidents will be documented separately from ordinary coaching notes where appropriate.

21. Privacy Requests and Complaints

If you have a question, request or concern regarding the way your personal information has been handled, you are encouraged to contact me so that I can consider and respond to the matter.

Privacy contact: info@coachthinus.com

Privacy-related requests should preferably be submitted in writing so that an appropriate record of the request and response can be maintained.

You also have the right, where applicable, to lodge a complaint with the Information Regulator (South Africa).

Information Regulator (South Africa)
Telephone: 010 023 5200
Email: enquiries@inforegulator.org.za
Website: www.inforegulator.org.za

22. Information Officer

My coaching practice will maintain the Information Officer arrangements required under applicable South African information-protection law.

The appropriate Information Officer details will be made available as required once the business's final legal and registration structure has been established.

Information Officer: To be confirmed upon completion of the applicable registration process.
Contact: info@coachthinus.com

23. Changes to This Privacy Policy

This Privacy Policy may be reviewed and updated from time to time to reflect changes in my coaching practice, technology, service providers, legal requirements or the way personal information is processed.

The current version will be made available through the appropriate business or website channels.

Where a change materially affects the way personal information is processed, reasonable steps will be taken to communicate the change where appropriate.

24. Contact Details

Thinus Maritz
Life Transformational Coach | Identity Growth Coach

Business/Legal Name: Thinus Maritz
Service Delivery: Primarily online/digital coaching
Email: info@coachthinus.com
Business WhatsApp: +27 71 692 0583
Website: www.coachthinus.com

Coaching services are provided primarily online. Where appropriate, alternative arrangements for in-person coaching may be discussed and agreed separately.

Privacy Commitment

Your personal information forms part of the trust you place in me.

I will endeavour to collect only what is reasonably necessary, use it responsibly, protect it appropriately and respect your rights concerning your personal information.

The information you share during coaching is there to support your journey - **not to define you permanently, exploit your vulnerability or take ownership of your story.**