



# Privacy Notice

**Last Updated: December 2025**

Wildflower Weightloss Ltd trading as RM Coaching: Weight Loss & Beyond ("we", "us", "our") is committed to protecting your personal data and respecting your privacy.

We are registered with the Information Commissioner's Office (ICO) in the United Kingdom and comply with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

This Privacy Notice explains how we collect, use, store, and protect your personal data through our website, app, coaching platforms, payment systems, and client communication channels.

---

## 1. Contact Information

### **Data Controller:**

Wildflower Weightloss Ltd trading as RM Coaching: Weight Loss & Beyond  
Company No. 16252925  
Registered Address: 34 Hoelion Grove, Rogerstone, Newport, NP10 9PF  
Email: rachael@rm-coaching.co.uk  
ICO Registration: Yes (United Kingdom)

---

## 2. What Personal Data We Collect

We may collect and process the following information:

**Personal Information:**

- Name, address, email address, phone number
- Date of birth
- Client preferences and coaching-related goals

**Health and Lifestyle Information:**

- Weight, body measurements, lifestyle habits
- Coaching notes and goal tracking
- Emotional wellbeing questionnaires
- Non-medical health and wellbeing history voluntarily submitted

We only collect health-related information necessary to provide mindset coaching support and to personalise your programme. We do not provide medical assessments or diagnoses.

**Technical and Usage Data:**

- IP address, device identifiers, browser type, usage logs
- App activity, progress history, engagement analytics

**Payment Information:**

- Managed securely by Stripe Payments
- We do not store or directly process your full payment card details

---

### **3. How We Use Your Data**

We process your data for the following purposes:

- Delivering coaching services, accountability support and app functionality
- Providing client check-ins, call scheduling and habit/progress tracking
- Responding to your enquiries or requests
- Managing billing, subscriptions, upgrades and cancellations via Stripe
- Sending service-related emails, updates or reminders
- Platform improvements, data analytics, progress reporting

We will **never** sell or rent your information to third parties.

---

## 4. Legal Basis for Processing

We process your data under one or more of the following legal bases:

- **Contractual necessity:** To provide coaching services you have purchased
- **Consent:** When you voluntarily provide data for coaching purposes
- **Legitimate interest:** To improve our services and ensure quality provision
- **Legal obligation:** To comply with tax, regulatory, or business laws

You may withdraw your consent for coaching or health-related data at any time.

---

## 5. Sharing Your Data

We may share your data only when necessary and strictly for service delivery:

- **Stripe Payments:** For secure subscription management, upgrades, and billing
- **App platforms and coaching software (MyPT / CRM):** To deliver your service
- **Legal or regulatory bodies:** If required by law

All third parties processing your data are required to comply with GDPR.

---

## **6. Data Storage and Security**

Your data is stored securely on UK and EU-based servers and protected using encryption, authentication, and access controls.

- We limit access to your data to only those who require it to perform their role.
  - All staff and subcontracted professionals are bound by confidentiality agreements.
  - Stripe securely manages all payment processing using PCI-DSS compliance.
- 

## **7. Data Retention**

We retain personal data only for as long as necessary to fulfil its purpose or meet legal and regulatory obligations.

- Client records (coaching and payment): Retained for up to 6 years after engagement (for legal and tax purposes)
- Coaching notes and progress documents: Deleted within 12 months after ending services unless legally required to retain

You can request deletion earlier where no legal retention applies.

---

## **8. Your Rights Under UK GDPR**

You have the right to:

- Request access to your personal data
- Request correction of inaccurate data
- Request erasure (right to be forgotten)

- Request restriction of processing
- Withdraw consent for coaching-related processing at any time
- Request transfer of your data (data portability)
- Object to certain types of data processing

To make a request, email: [rachael@rm-coaching.co.uk](mailto:rachael@rm-coaching.co.uk)

---

## 9. International Transfers

We do not intentionally transfer personal data outside the UK/EU.

If any future system requires international transfer, it will be GDPR-compliant using Standard Contractual Clauses.

---

## 10. Cookies

Our website and app may use cookies to improve user experience and functionality. You can disable cookies in your browser settings.

You can request our full Cookie Policy via email.

---

## 11. Changes to this Privacy Notice

We may update this policy periodically. Any amended notice will be published on our website with a new “Last Updated” date.

---

## 12. Contact and Complaints

To exercise your data rights or raise concerns, contact:

**Data Protection Officer**

Wildflower Weightloss Ltd trading as RM Coaching: Weight Loss & Beyond  
rachael@rm-coaching.co.uk

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) at [www.ico.org.uk](http://www.ico.org.uk).