

Privacy Policy - Nicki Massey Coaching

Effective Date: 18/07/2026

1. Introduction

This Privacy Policy describes how Nicki Massey Coaching ("we," "us," or "our") collects, uses, and discloses your personal information when you use our website and coaching services (the "Service").

We are committed to protecting your personal information and your right to privacy. When you visit our website or book our services, you trust us with your personal information. We take your privacy very seriously. In this Privacy Policy, we seek to explain to you in the clearest way possible what information we collect, how we use it, and what rights you have in relation to it.

This Privacy Policy applies to all information collected through our website and services, as well as any related bookings, communications, or events.

Please read this Privacy Policy carefully as it will help you understand what we do with the information we collect.

2. Definitions

To help explain things as clearly as possible in this Privacy Policy, every time any of these terms are referenced, they are strictly defined as:

- **Cookie:** a small file placed on your device to enable certain features and functionality.
- **Company:** when this policy mentions "Company," "we," "us," or "our," it refers to Nicki Massey Coaching.
- **Country:** where Nicki Massey Coaching is based, in this case United Kingdom.
- **Client/Customer:** refers to the person who signs up to use the Nicki Massey Coaching Service.
- **Device:** any internet-connected device such as a phone, tablet, or computer used to visit Nicki Massey Coaching and use the services.
- **Personal Data:** any information that directly, indirectly, or in connection with other information allows for the identification of a natural person.
- **Service:** refers to the website and coaching services provided by Nicki Massey Coaching, including bookings and sessions managed through our Practice Better platform.
- **Website:** nickimasseycoaching.co.uk.
- **You:** a person or entity who visits our website or uses our Services.

3. Information We Collect

We collect several different types of information for various purposes to provide and improve our Service to you.

3.1 Personal Data

While using our Service, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you. This may include, but is not limited to:

- Email address
- First name and last name

- Phone number
- Address, city, postcode
- Health-related information provided on intake forms or as part of coaching sessions
- Cookies and Usage Data

3.2 Financial Data

Payments for our services are processed by Stripe, via our Practice Better platform. We do not store or have direct access to your payment card details. All payment data is held by Stripe, and you can review their privacy practices at

<https://stripe.com/gb/privacy>

3.3 Usage Data

We may also collect information about how the Service is accessed and used ("Usage Data"). This may include your IP address, browser type and version, the pages of our website you visit, the time and date of your visit, time spent on those pages, and other diagnostic data.

3.4 Tracking Technologies and Cookies

We use cookies and similar tracking technologies to understand how our website is used.

Cookies are small files which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, some parts of our Service may not function properly.

We do not currently run advertising or ad-tracking cookies. The cookies we use are:

- **Essential/Security Cookies:** required for the site to function correctly, including security and fraud prevention.
- **Preference Cookies:** used to remember your preferences and settings.
- **Analytics Cookies:** used to understand how visitors use our site, so we can improve it (see Section 10.1).

4. How We Use Your Information

Nicki Massey Coaching uses the collected data for the following purposes:

- To provide and maintain our Service
- To notify you about changes to our Service
- To provide coaching support and manage bookings
- To gather analysis or valuable information so that we can improve our Service
- To detect, prevent and address technical issues
- To fulfil any other purpose for which you provide it
- For any other purpose with your consent

5. Legal Basis for Processing Personal Data Under GDPR

If you are from the European Economic Area (EEA) or United Kingdom, our legal basis for collecting and using the personal information described in this Privacy Policy depends on the Personal Data we collect and the specific context in which we collect it.

We may process your Personal Data because:

- We need to perform a contract with you
- You have given us permission to do so
- The processing is in our legitimate interests and is not overridden by your rights
- We need to comply with the law

6. Retention of Your Personal Data

We will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy, including to comply with our legal obligations, resolve disputes, and enforce our agreements and policies.

Usage Data is generally retained for a shorter period, except where it is needed to strengthen security, improve functionality, or where we are legally obligated to retain it for longer.

7. Transfer of Your Personal Data

Your information, including Personal Data, may be transferred to and maintained on computers located outside of your state, province, country, or other governmental jurisdiction where data protection laws may differ from those of your jurisdiction.

If you are located outside the United Kingdom and choose to provide information to us, please note that we transfer the data, including Personal Data, to the United Kingdom and process it there.

Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy, and no transfer of your Personal Data will take place to an organisation or country unless there are adequate controls in place to protect it.

8. Website Hosting - Wix

Our website is hosted on the Wix.com platform. Your data may be stored through Wix.com's data storage, databases and applications, which means information you submit through the website may be transferred outside the European Economic Area (EEA).

Wix.com can store site-visitor data in a number of locations. Personal information may be stored in data centres located in the United States, Ireland, South Korea, Taiwan, and Israel. Wix.com may use other jurisdictions as necessary for the proper delivery of services and/or as required by law.

More information is available in Wix's Privacy Policy at <https://www.wix.com/about/privacy>.

9. Coaching Platform - Practice Better

We use Practice Better, a dedicated coaching platform, to manage client bookings, intake forms, session notes, and communication. When you book a session or complete an intake form, your information is stored securely within Practice Better rather than on our own systems.

This may include personal details, health-related information you choose to share, and notes related to your coaching sessions. Practice Better acts as a data processor on our behalf and stores data in Canadian and US data centres.

You can review Practice Better's Privacy Policy at <https://practicebetter.io/privacy/> for more detail on how they handle and store data.

We only use this information to deliver and improve your coaching experience, and we do not share it with any other third party without your consent, except where required by law.

10. Third-Party Disclosure

10.1 Analytics

We may use third-party service providers to monitor and analyse the use of our Service.

Google Analytics / Wix Analytics: used to track and report website traffic, helping us understand how visitors use our site. You can opt out of Google Analytics using the browser add-on available at <https://tools.google.com/dlpage/gaoptout>.

10.2 Payments

Payments are processed by Stripe via Practice Better. We do not store or collect your payment card details directly. Stripe's Privacy Policy can be viewed at <https://stripe.com/gb/privacy>.

10.3 Hosting and Coaching Platform

As described in Sections 8 and 9, our website is hosted by Wix, and client bookings, forms, and session data are managed by Practice Better.

11. Security of Your Personal Data

The security of your Personal Data is important to us, but remember that no method of transmission over the internet, or method of electronic storage, is 100% secure. While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security.

12. Children's Privacy

Our Service does not address anyone under the age of 18. We do not knowingly collect personally identifiable information from anyone under the age of 18. If you are a parent or guardian and are aware that your child has provided us with Personal Data, please contact us so we can remove that information.

13. Your Data Protection Rights

Depending on your location and applicable laws, you may have certain rights regarding your personal information, including rights to access, correct, delete, or restrict use of your information. We honour these rights regardless of your location.

13.1 General Data Access & Deletion Rights

Regardless of your location, you can make the following requests regarding your personal data:

- **Access Your Data:** You can request a copy of the personal information we hold about you.
- **Delete Your Data:** You can request that we delete your personal information from our systems, unless we have a legal requirement to retain it.

To submit a data access or deletion request, please contact us using the details at the end of this Privacy Policy. We will respond within 30 days, and may need to verify your identity before processing your request.

14. Service Providers

We may employ third-party companies and individuals to facilitate our Service ("Service Providers"), to provide the Service on our behalf, or to assist us in analysing how our Service is used. These third parties have access to your Personal Data only to perform these tasks on our behalf, and are obligated not to disclose or use it for any other purpose.

15. Links to Other Sites

Our Service may contain links to other sites that are not operated by us. If you click on a third-party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit. We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.

16. Changes to This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the "effective date" at the top.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

17. Contact Us

If you have any questions about this Privacy Policy, please contact us:

- By email: nickimassey@icloud.com
- By phone: 07706891668