



This privacy notice explains how Laura Dolphin ("the Business", "we", "us", or "our") collects, manages, and protects your personal data when you visit this website or engage our 1:1 business mentoring and operational advisory services. It also details your privacy rights under the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

## 1. Who We Are and Important Information

### Purpose of this Privacy Notice

This privacy notice informs you how we collect and process personal data through your use of this website and through our commercial engagements, including discovery calls, strategy audits, and 1:1 mentoring packages.

This website and our advisory services are directed exclusively at business owners, freelancers, and commercial operators. This website is not intended for children, and we do not knowingly collect data relating to children.

### Data Controller

Laura Dolphin is the data controller and is responsible for your personal data.

- Business Name: Laura Dolphin Business Mentoring
- Trading Location: Northamptonshire, United Kingdom
- Data Contact: Laura Dolphin
- Email: [hello@lauradolphin.co.uk](mailto:hello@lauradolphin.co.uk)

### Third-Party Links

This website contains links to third-party websites, plug-ins, and external applications (including Google Calendar, PandaDoc, Trello, FSB, and KKB Services). Clicking those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their independent privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

## 2. The Personal Data We Collect

Personal data means any information about an individual from which that person can be identified. Because we operate strictly on a business-to-business (B2B) basis, we keep data collection strictly focused on what is required to manage our commercial relationship:

- Identity Data: First name, last name, professional title, and business name.
- Contact Data: Business email address, telephone number, business trading address, and invoicing details.
- Commercial & Operational Data: Notes, workflows, system overviews, answers to diagnostic questionnaires, and operational background shared ahead of or during strategy calls (e.g., for The Eye Opener or The Transition Roadmap).
- Technical Data: Internet protocol (IP) address, browser type and version, time zone setting, operating system, and platform collected automatically by our hosting platform (Wix).
- Transaction Data: Details of advisory packages purchased, invoice references, and payment confirmations received from external payment providers (we do not process or store payment card details directly).

We do not collect any Special Categories of Personal Data about you (such as details regarding race, ethnicity, religious beliefs, sex life, sexual orientation, political opinions, trade union membership, health data, or biometric data). Nor do we collect information relating to criminal convictions or offences.



### 3. How We Collect Your Personal Data

We collect personal data through the following methods:

- **Direct Interactions:** You provide your identity, contact, and operational background when you book a discovery call via Google Calendar, submit an intake questionnaire, email us directly, or engage in 1:1 advisory video sessions.
- **Automated Technologies:** As you interact with our website, hosting systems and essential Wix cookies may automatically collect technical data regarding your equipment, browsing actions, and patterns.

### 4. Lawful Grounds and Purposes for Processing

Under UK data protection law, we will only use your personal data when we have a valid legal ground to do so. Most commonly, we rely on:

- **Performance of a Contract:** Where processing is necessary to deliver 1:1 mentoring, conduct strategy audits, or take steps at your request prior to entering into an agreement.
- **Legitimate Interests:** Where necessary for our legitimate commercial interests (such as managing an efficient practice, safeguarding website security, and responding to inquiries), provided your rights do not override those interests.
- **Legal Obligation:** Where necessary to comply with statutory legal, tax, and accounting duties under UK law (such as HMRC financial records).

| Purpose / Activity                                                                           | Type of Data                                     | Lawful Basis for Processing DOCX                                    |
|----------------------------------------------------------------------------------------------|--------------------------------------------------|---------------------------------------------------------------------|
| To register you as a new client and arrange calendar bookings                                | Identity, Contact                                | Performance of a contract with you                                  |
| To deliver 1:1 mentoring sessions, review workflows, and provide bespoke diagnostic roadmaps | Identity, Contact, Commercial & Operational Data | Performance of a contract with you                                  |
| To issue B2B invoices and maintain statutory accounting records                              | Identity, Contact, Transaction                   | Compliance with a legal obligation (HMRC)                           |
| To administer and protect our website (troubleshooting, security, hosting stability)         | Technical                                        | Legitimate interests (running our business and securing IT systems) |
| To respond to business inquiries sent via email                                              | Identity, Contact                                | Legitimate interests (responding to prospective client queries)     |

### 5. Use of Artificial Intelligence (AI)

We may use approved artificial intelligence tools to assist with administrative support, workflow analysis, summarisation, and drafting internal strategic frameworks. Where personal data or business context is processed using AI tools, we ensure appropriate data privacy safeguards are maintained, that data is not used to train public models, and that processing complies with UK data protection legislation. AI tools are used strictly to assist and support human operational advisory, not to replace human decision-making.

### 6. Sharing Your Personal Data

We do not sell, rent, or trade your personal data. We only share personal data with selected third parties who act as data processors under strict confidentiality obligations:



- Cloud & Business Infrastructure: Google Workspace (business email, cloud document storage, Google Calendar, and Google Meet).
- Website Hosting: Wix.com (infrastructure and website delivery).
- Professional Advisers: Qualified accountants, legal advisers (including KKB Services), insurers, and banking partners where necessary to obtain professional advice or comply with legal requirements.
- Regulatory Authorities: HM Revenue & Customs (HMRC) and other UK regulatory bodies where reporting is required by law.

## 7. International Data Transfers

Some of our third-party infrastructure providers (such as Google and Wix) are global organisations or utilise cloud data centres located outside the United Kingdom.

Whenever we transfer your personal data out of the UK, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- The country has been granted an adequacy decision by the UK Government.
- The transfer is governed by the UK International Data Transfer Agreement (IDTA) or standard contractual clauses approved for use in the UK, contractually ensuring equivalent data protection standards.

## 8. Data Security and Retention

### Data Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used, accessed in an unauthorised way, altered, or disclosed. We limit access to your personal data strictly to those who have a genuine business need to know and who are subject to professional confidentiality duties. We maintain procedures to deal with any suspected personal data breach and will notify you and the Information Commissioner's Office (ICO) where legally required.

### Data Retention

We retain personal data only for as long as necessary to fulfil the purposes we collected it for, including satisfying legal, accounting, or statutory reporting obligations:

- Client Financial & Tax Records: Retained for a minimum of six full financial years following the transaction, in compliance with HMRC requirements.
- Mentoring Intake & Session Notes: Retained for the duration of the advisory relationship plus two years to support returning engagements, after which they are securely deleted.
- Unsuccessful Discovery Inquiries: Retained for up to 12 months following our last communication before routine deletion.

## 9. Your Legal Rights

Under UK data protection laws, you have the following statutory rights regarding your personal information:

- Request access to your personal data (commonly known as a "data subject access request").
- Request correction of inaccurate or incomplete personal data we hold about you.
- Request erasure of your personal data where there is no good reason for us continuing to process it.
- Object to processing of your personal data where we rely on legitimate interests.
- Request restriction of processing of your personal data pending verification or dispute resolution.
- Request the transfer of your personal data to you or a third party in a structured, commonly used format.
- Withdraw consent at any time where processing is based entirely on your consent.



You will not have to pay a fee to access your personal data or exercise your rights.

However, we may charge a reasonable administrative fee or refuse to comply if your request is clearly unfounded, repetitive, or excessive. We aim to respond to all legitimate requests within one calendar month.

#### 10. Queries, Concerns, and Complaints

If you have questions about this privacy notice or wish to exercise any of your legal rights, please contact:

- Email: [laura@lauradolphin.co.uk](mailto:laura@lauradolphin.co.uk)
- Subject Line: Data Protection Query
- You have the right to lodge a complaint at any time with the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (visit [ico.org.uk](http://ico.org.uk) or telephone 0303 123 1113). We would, however, appreciate the opportunity to address your concerns directly before you approach the regulator, so please contact us in the first instance.