

Privacy Notice

Published to Website 25 May 26

This notice applies to all websites, applications, events, programmes, and services developed and delivered by The Fresh Air Leadership Company.

The Fresh Air Leadership Company, a trading name of the Fresh Air Learning Company Ltd, is a consulting, facilitation, and coaching business with a focus on leadership team effectiveness. We also run a range of online (e.g. webinars) and in-person (e.g. networking) events. It is incorporated in England under company number 07628021 and has a registered office at 51 Islington Road, Southville, Bristol, BS3 1PZ.

All significant decisions about data processing and policy implementation will be made using UK GDPR (General Data Protection Regulation). This notice is set out to help you understand the types of data that we collect from you, and/or your business, and how that data is used and managed.

Commitment

The Fresh Air Leadership Company is committed to protecting the privacy and security of your personal data. We continually monitor compliance through implementing policies & procedures to safeguard data and by setting regular reviews to manage these policies and procedures.

Data Controller

In accordance with ICO (Information Commissioners Office) requirements of Data Controllers (the main decision maker when it comes to how people's personal information is managed), The Fresh Air Leadership Company is registered with the Information Commissioners Office (Registration reference ZA362400). When you are using The Fresh Air Leadership Company website, The Fresh Air Leadership Company is the Data Controller.

Who do we collect data from?

We collect and process personal data from a range of individuals in the course of delivering our leadership consulting, facilitation, and coaching services. This includes:

- **Clients and programme participants.** Individuals who take part in our leadership programmes, workshops, and coaching sessions, all of which may take place indoors or outdoors.
- **Client organisations and their representatives.** Senior organisation leaders who engage us to deliver services.
- **Prospective clients.** Individuals or organisations who contact us to enquire about our services or express an interest in working with us.
- **Employees and associates.** Staff, associates, and delivery partners who deliver or support our services.
- **Referral partners and introducers.** Individuals or organisations who refer clients to us or introduce us to potential business opportunities.
- **Event attendees.** Individuals who participate in our programmes, workshops, coaching sessions and other events (such as webinars, and business microadventures)

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- **Website users and individuals who contact us.** Anyone who interacts with us via our website, email, phone, or social media channels.

We only collect and use personal data where it is necessary to engage with prospective clients (i.e. business development & sales), design and deliver our services, manage our business, or comply with our legal and contractual obligations.

What data do we collect?

Personal data is information about you and from which you can be identified. We will collect and process personal data about you depending on our relationship with you. Most of the personal information we process is provided directly by you, your organisation, or through your participation in our programmes, workshops, and events. Data may be collected through a variety of channels, including email, telephone, online forms, our website, and during workshops, coaching sessions, and events. We may also collect data via social media platforms such as LinkedIn.

We may collect, use, store and transfer the following types of personal data:

Clients, sponsors, programme participants, and prospective clients:

- **Identification and contact details** Name, job title, organisation, email address, phone number, and business contact details.
- **Professional information.** Role, career background, leadership responsibilities, and organisational context.
- **Programme participation data.** Attendance, feedback, reflections, assessments, and development goals.
- **Coaching information.** Coaching agreements, objectives, notes, and progress records; all of which will be destroyed on completion of the coaching engagement.
- **Survey and feedback data.** Responses to questionnaires, evaluations, and research activities.
- **Communications.** Records of correspondence, including emails, calls, and meeting notes.
- **Marketing preferences.** Preferences for receiving communications from us.
- **Images and media.** Photographs, video or audio recordings from programmes, workshops, events, and coaching sessions. (where consent is obtained).
- **Dietary and accessibility requirements.** Where relevant for programmes, workshops, events, and coaching sessions.
- **Medical/Injury.** Details of injuries, medical conditions, and medication.
- **Emergency contact information.** NOK details.

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- **Payment and transaction data.** Billing details, payment records, and transaction history (where individuals and organisations contract directly with us).

Client organisations and their representatives:

- **Contact details.** Names, job titles, business contact information.
- **Contractual information.** Details relating to the services commissioned, agreements, and delivery requirements.
- **Programme-related information.** Information necessary to design and deliver our services i.e. programmes, workshops, events, and coaching sessions.

Employees, associates, delivery partners:

- **Identification and contact details.** Name, address, email, phone number, date of birth.
- **Professional information.** CVs, qualifications, experience, certifications.
- **Engagement details.** Purchase orders, contracts, method statements & risk plans, assignments, availability, and areas of expertise.
- **Financial information.** Bank details, payment records, and invoicing information.
- **HR records.** Performance, training, and development records.
- **Dietary Needs.**
- **Medical/Injury.** Details of injuries, medical conditions, and medication.
- **Emergency contact information.** NOK details.

Referral partners and introducers:

- **Professional contact details.** Name, job title, organisation, email and phone number.
- **Referral information.** Details necessary to manage referrals or introductions (which may include limited participant information where appropriate).

Website users and individuals who contact us:

- **Contact details.** Name, email address, phone number.
- **Enquiry information.** Details of your query or message.
- **Technical data.** IP address, browser type, device information, and website usage data.
- **Marketing and subscription data.** Newsletter sign-ups, event registrations, and communication preferences.

Additional information:

- **Publicly available information.** Professional information obtained from sources such as company websites and LinkedIn.

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- **Other.** Any other information you choose to provide to us or that is necessary for us to deliver our services.

We may also collect and use aggregated data (such as statistical or demographic data) for any purpose. Aggregated data does not directly or indirectly identify you and is not considered personal data. However, if we combine aggregated data with personal data so that you can be identified, we will treat it as personal data in accordance with this privacy notice.

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter with you (e.g. to provide you with goods or services). In this case, we may have to cancel a product or service you have with us. We will notify you if this is the case at the time.

How and why we use your data

We use your personal data to deliver our consulting, facilitation, and coaching services and events, and to manage our business effectively.

Category	Purpose	How we Use it	Lawful Basis
Clients, programme participants, event attendees & prospective clients	To deliver our services.	Design and deliver programmes, workshops, coaching, and online and in-person events; communicate and manage bookings and registrations; coordinate logistics (transport, venues, accommodation); ensure health and safety; gather feedback; assess needs and monitor progress; gather feedback; manage relationships; manage event arrangements (e.g. health/dietary/accessibility needs)	Contract / Legitimate Interests / Explicit Consent (for health or accessibility data, and imagery)
Client organisations & their representatives	To manage and deliver contracted services	Establish and fulfil contracts; tailor programmes; communicate on scheduling, design, and delivery; provide updates, reports, and insights.	Contract / Legitimate Interests
Employees, associates & delivery partners	To plan, prepare, and deliver services	Recruit and manage staff; allocate work; process payments; maintain records of relevant qualifications; carry out background checks; ensure health, safety, and wellbeing.	Contract / Legal Obligation / Legitimate Interests
Referral partners & introducers	To manage referrals and business relationships	Communicate about referrals; follow up opportunities; maintain professional relationships	Legitimate Interests
Website users & individuals who contact us	To respond to enquiries and develop how we articulate our services	Respond to enquiries; provide information; monitor and improve website performance	Legitimate Interests / Contract / Consent (for marketing & cookies)
Customer Relationship Management (CRM) tools	To support our marketing, client onboarding, follow-up, and nurture processes	Client contact details, record of our communications, and size of prospective and actual deals. We track these through a series of gates which together constitute our business pipeline.	Legitimate Interests
General business purposes	To operate, improve, and protect our business	Record keeping; research and analysis; security and fraud prevention; compliance with legal obligations; handling complaints; identity verification; insurance	Legal Obligation / Legitimate Interests

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Stills & video photography	To support storytelling and marketing	Capture and use images/videos in marketing materials, website, social media, and presentations	Consent
Testimonials	To promote our services	Use quotes, images, and feedback in marketing and promotional materials	Consent

Special category data

We do not routinely process special category data. However, in limited circumstances (for example, where you provide information about health, accessibility or dietary requirements for participation in a programme or event), we may process this data under the following conditions:

- **Article 9(2)(a). Explicit Consent**
Where you have given explicit consent for us to process this information for a specific purpose (such as ensuring your safe participation in an event or programme).
- **Article 9(2)(b) – Employment, social security and social protection law.**
Where necessary for carrying out obligations in the context of employment or engagement of staff and associates.
- **Article 9(2)(c) – Vital Interests.**
Where processing is necessary to protect your vital interests or those of another person in an emergency situation.

Retention

We only keep your personal data for as long as necessary to fulfil the purposes we collected it for, including to meet any legal, accounting, or reporting requirements. Retentions will vary depending on the type of data and our legal obligations. When we no longer need your information, we will securely delete or anonymise it. If you would like more detail about how long we keep specific types of information please contact us any time.

CRM and business development systems

We use Customer Relationship Management (CRM) tools to manage our relationships with prospective clients, clients, referral partners, and other business contacts. This supports our marketing, client onboarding, follow-up, relationship management, and business development processes. This may include your name, job title, organisation, contact details, and records of our communications. This does not include higher-risk or special category personal data.

We use this information to respond to enquiries and manage opportunities. Our lawful basis is usually legitimate interests, and consent where required for marketing.

Data is processed within the UK and the European Economic Area (EEA). However In limited circumstances, limited data may be temporarily backed up or stored in the United States for disaster recovery & business continuity.

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The Fresh Air Leadership Company collects personal data from web forms submitted by organisations and individuals requesting information in the form of general enquiries or to register for the events and services provided by The Fresh Air Leadership Company. This comprises the name, phone number, email address, mailing address, company name, subject & message of the person making the enquiry.

Our websites, social media posts and information we share about our services may contain links to other websites run by other organisations. This privacy policy applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites even if you access them using links from our website, social media posts, or other information we share. In addition, if you linked to our website from a third-party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third party site and recommend that you check the policy of that third party site.

Social Media

The Fresh Air Leadership Company can be found on social media platforms such as LinkedIn, Facebook, Instagram, YouTube, and Vimeo. Social Media is an important part of our marketing effort, and you may be presented with retargeting ads and emails in future following a visit to our website and social media platforms. We may target ads at audiences that we believe match the profile of our target audience and who could therefore be interested in our services. We will also regularly tag or mention you where we are carrying out business promotion on your behalf or to raise your professional profile.

These platforms act as independent data controllers for your social media data. We are not responsible for how they process your personal data, although we may act as a separate controller in relation to our own use of those platforms. You should contact these social media platforms directly if you have concerns over how your personal data is being used and stored by them.

Payment data

We may collect payments directly from customers who sign up for our services. We may also collect payments from organisations who have commissioned us to carry out services on their behalfs. Information collected for these purposes will be personal and financial such as name, billing address, e-mail address, bank/debit/credit card or account information and transaction references.

The processing of payment information is governed by the funding portals' own Privacy Policies, which you can review on their website. It is important to familiarise yourself with their privacy practices to understand how they will handle your data.

Website visitor behaviour analytic software

We use software to collect analytic information on how website visitors engage with our website pages and content. We do this to understand how our website visitors use a website in order to provide an efficient user experience along with relevant information.

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Google Analytics

We use Google Analytics to collect standard internet log information on visitor behaviour patterns. We do this to understand how our website visitors use a website in order to provide an efficient user experience along with relevant information. This information may constitute personal data but is processed in a way that does not directly identify individuals and is used in aggregated form where possible. For more information about Google Analytics terms and conditions, visit <https://www.google.com/analytics/terms/>.

To opt out of being tracked by Google Analytics across all websites visit <http://tools.google.com/dlpage/gaoptout>.

We may also collect personal data from the website using Google Analytics to anonymously track how users interact with our site. This involves installing Google Analytics code on our website in the form of a 'cookie.' Cookies contain an ID number which is assigned to a user and provides us with the following information:

- Your IP address.
- Your visits to our website.
- The time of your visits and the length of time you spent on our website.
- The pages that you visited.
- Your location (although this might be influenced by the location of your server).
- The browser you are using.
- Type of operating system.
- The device you are using (e.g., desktop, tablet or mobile).
- Referral source (how you arrived on our site, e.g. search engine, direct URL, social media, or third-party website).

The Principles

Whether we are acting as a data controller or processor we continue to apply the UK GDPR principles to all personal & sensitive data that we hold or process and these principles lie at the heart of our approach to processing personal data.

- 1) Processed lawfully, fairly and in a transparent manner in relation to individuals.
- 2) Collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes; further processing for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes shall not be incompatible with the initial purposes.
- 3) Adequate, relevant, and limited to what is necessary in relation to the purposes for which they are processed.
- 4) Accurate and, where necessary, kept up to date; every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased, or rectified without delay.
- 5) Kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed; personal data may be stored for longer periods insofar as the personal data will be processed solely for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes subject to implementation of the appropriate technical and organisational measures required by the UK GDPR in order to safeguard the rights and freedoms of individuals.

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6) Processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction, or damage, using appropriate technical or organisational measures.

Sharing Information

We may share personal data with trusted third parties where necessary to deliver our services, manage our organisation, or comply with legal obligations. We have contracts in place with these third parties (data processors) to ensure your personal data is handled securely and only in accordance with our instructions.

We apply the following safeguards at all times:

- Personal data is only shared where necessary for a specific purpose.
- Third parties must keep your data secure and confidential.
- They may only use your data for the purposes we specify.
- They must not share your data with others without our permission.
- They must delete or return your data when it is no longer required.
- We do not sell or rent your personal data.
- We do not share your data with third parties for direct marketing purposes.

We may share your data with:

- Our staff, associates, and delivery partners where necessary to deliver our services.
- IT providers and companies that support our systems and website.
- Banks and payment providers to process payments and refunds.
- Professional advisors and insurers for legal, risk, and compliance purposes.
- Third parties where required to comply with a legal obligation or to establish, exercise, or defend legal claims.
- Third parties in connection with a business sale, merger, or restructuring.

As part of events, workshops, or networking activities, we may share limited participant information (such as your name, job title, organisation, and LinkedIn profile) with other attendees to support networking and collaboration. Where we intend to share additional personal data (such as email addresses or contact details), we will inform you in advance and, where required, obtain your consent or provide a clear opportunity to opt out.

During online or in-person events, other participants may be able to see limited information about you (such as your name, organisation, and LinkedIn profile). Pre- and post-event communications may include group messages, meeting invites, and shared documents.

Where we are commissioned by an organisation to deliver a programme, event, or webinar, your registration details, attendance information, and feedback may be shared with that organisation.

Some of our service providers may process personal data outside the UK or EEA. Where this occurs, we ensure appropriate safeguards are in place in accordance with UK data protection law, such as adequacy regulations or approved contractual arrangements. We do not transfer higher-risk or sensitive personal data outside the UK or EEA unless it is necessary and appropriate protections are in place.

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Protecting your personal information

We take the security of your personal data seriously and implement appropriate technical and organisational measures to protect it. This includes securing our website using HTTPS technology, restricting access to personal data through password-protected systems, using multi-factor authentication (MFA) where appropriate, and applying encryption to sensitive data such as payment information.

We also ensure that our staff, associates, and delivery partners receive appropriate data protection training and understand their responsibilities when handling personal data. Our policies and procedures are regularly reviewed and updated to ensure they remain effective and aligned with UK GDPR requirements.

We maintain processes to monitor, detect, investigate, and manage potential data security incidents and breaches.

In the event of a personal data breach, we will assess the risk and, where required, notify the Information Commissioner's Office within 72 hours of becoming aware of the breach. Where appropriate, we will also inform affected individuals and provide updates as further information becomes available.

International

We process personal data in accordance with UK GDPR and apply appropriate standards to ensure it is used and protected responsibly.

Personal data is primarily processed within the UK and the European Union (EU) and European Economic Area (EEA). In some circumstances, data may be processed outside these locations, for example where we use trusted service providers or for limited backup and disaster recovery purposes.

Where this occurs, we ensure appropriate safeguards are in place in accordance with UK data protection law. These may include adequacy regulations or approved contractual arrangements to ensure your data is protected to a standard equivalent to that in the UK.

We take a risk-based approach and do not transfer higher-risk or sensitive personal data outside the UK or EEA unless it is necessary and appropriate protections are in place, including obtaining your explicit consent where required.

Your data protection rights

Under data protection law, you have rights we need to make you aware of. The rights available to you depend on our reason for processing your information.

Your right of access. You have the right to ask us for copies of your personal information.

Your right to rectification. You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure. You have the right to ask us to erase your personal information in certain circumstances.

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Your right to restriction of processing. You have the right to ask us to restrict the processing of your personal information in certain circumstances.

Your right to object to processing. You have the right to object to the processing of your personal information in certain circumstances.

Your right to data portability. You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

Your right to complain. Under the Data (Use and Access) Act 2025, you have the right to complain if you believe your personal data has been handled inappropriately

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Communications & Direct Marketing

The Privacy and Electronic Communications Regulations (PECR) sit alongside the Data Protection Act and UK GDPR and give individuals specific rights in relation to electronic communications. This means that when we send marketing communications or use cookies and similar technologies, we must comply with both PECR and UK data protection law. For The Fresh Air Leadership Company, PECR applies to:

- Direct marketing by email, phone, text, or other electronic means
- The use of cookies and similar technologies on our website

We will only send marketing communications where permitted by law, and where required, we will obtain your consent before doing so. You can opt out of marketing communications at any time. Where we use cookies or similar technologies that are not strictly necessary, we will request your consent and provide you with options to manage your preferences.

Direct Marketing

You have the right to stop us using your personal data for direct marketing at any time. This is an absolute right.

If you no longer wish to receive marketing communications from us, you can:

- Click the “unsubscribe” link in any marketing email we send. We will stop sending you further marketing emails.
- Contact us by email, phone, or in writing to request that you are removed from our marketing communications.

We will act on your request promptly and ensure your preferences are recorded and respected.

Please note that opting out of marketing communications will not affect service-related communications where we need to contact you in relation to a service, contract, or enquiry.

Exemptions

If you unsubscribe from our marketing mailing lists, you will still receive service and support communications from us where you are an existing customer, supplier or have a relationship

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with us that requires us to process your information as part of a contract or where the law requires us to do so.

Website Cookies

Cookies are small text files placed on your device when you visit a website. They help the website recognise your device and store information about your preferences or past actions.

Some cookies are essential for the operation of our website, while others (such as analytics and marketing cookies) help us understand how visitors use our site and improve your experience. These cookies may collect information such as your IP address, device type, browser, and browsing behaviour, which may be considered personal data.

Where cookies are not strictly necessary, we will ask for your consent before placing them on your device. You can manage your cookie preferences at any time through our cookie settings tool.

You can also control or delete cookies through your browser settings. However, disabling certain cookies may affect the functionality and performance of our website.

Artificial Intelligence (AI)

We may use artificial intelligence (AI) to support our work and improve how we deliver our services. We do so carefully, with appropriate oversight and in line with our data protection obligations.

AI refers to computer systems that can perform tasks which would normally require human intelligence, such as organising information, analysing data, drafting documents, or supporting communications.

We may use the following types of AI:

Non-generative AI. This type of AI is used to analyse, categorise, or identify patterns in data (for example, analysing anonymised service information). It does not generate new content and does not make decisions independently.

Generative AI. This type of AI can produce content such as draft emails, summaries, or reports based on the information provided. It is used to support our staff and is always subject to human review and oversight.

Agentic AI. This refers to more advanced AI systems that can carry out multi-step tasks or actions with a degree of autonomy (for example, assisting with workflows or coordinating processes). Where we use such systems, they operate within defined parameters and under human supervision. They are not permitted to make decisions about individuals or take actions that have legal or similarly significant effects without meaningful human involvement.

We do not use AI to make solely automated decisions about individuals that have legal or similarly significant effects.

Where AI tools involve the processing of personal data, we ensure that:

- Personal data is minimised and only used where necessary.
- Appropriate safeguards and security measures are in place.
- Human oversight is maintained at all times.
- Outputs are reviewed for accuracy, bias, and fairness.
- A risk assessment is carried out to ensure the use is lawful, fair, and proportionate.

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These measures help us ensure that any use of AI aligns with our safeguarding responsibilities and data protection obligations.

Contact Us

51 Islington Road, Southville, Bristol, BS3 1PZ

Tel: 07776 153 428

Email: dave@freshairleadership.com

Regulatory Information

Further information around your rights can be found at <https://ico.org.uk/your-data-matters>

The ICO's address:

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

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