Privacy Policy

Version 2.0, effective 13 November 2026. This replaces our privacy policy dated 3 May 2023.

This policy explains what personal information we collect, why we collect it, how long we keep it and what your rights are. It applies to our website, our emails, the *Inspiring Women in Hospitality* podcast and our coaching.

1. Who we are

1.1 Inspiring Women in Hospitality Limited is the controller of your personal data. This means we decide how and why it is used. We are a private limited company registered in England and Wales under company number 13598228. Our registered office is 27 Old Gloucester Street, London, WC1N 3AX, United Kingdom. We are registered with the Information Commissioner's Office (ICO) under registration number ZB390658.

1.2 Our founder, Naureen Ahmed, is responsible for data protection. You can contact her at hello@inspiringwomeninhospitality.com about anything in this policy.

1.3 We follow UK data protection law, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

2. What we collect and why

2.1 We collect information that you give us directly, and some technical information when you use our website. The table below shows what we collect, why, and the lawful basis we rely on under UK GDPR.

If you are…	What we collect	Why we use it	Lawful basis
A website visitor	Device and browser type, pages visited, approximate location and IP address, collected through cookies and Strikingly's built-in analytics	To run the website securely and understand how it is used	Legitimate interests for essential cookies. Consent for any non-essential cookies, given through our cookie banner

If you are…	What we collect	Why we use it	Lawful basis
Someone who contacts us or books a call	Name, email address, phone number, your message and the time you book	To reply to you and arrange the call	Legitimate interests in responding to you, or steps you ask us to take before entering a contract
An email subscriber	Name, email address, and whether you open or click our emails	To send you updates about our podcast, writing and coaching	Consent. You can unsubscribe at any time using the link in every email
A *Lead the Way* reader on Substack	Name and email address, as shared with us by Substack	To send you the *Lead the Way* publication	Consent, which you give and manage through Substack
A podcast guest	Name, contact details, job title, biography, photo, and the audio and video recording of our conversation	To plan, record, publish and promote your episode	Your agreement to take part, and our legitimate interests in publishing and promoting the podcast
A coaching client	Name, contact and billing details, payment confirmation, session bookings, your pre-coaching questionnaire, our coaching notes, the action notes we send you, and messages between Sessions	To provide your coaching and manage your account	Performance of our contract with you
A coaching client (financial records)	Invoices and payment records	To meet our accounting and tax obligations	Legal obligation
Someone who gives a testimonial	Your name and what you said	To share your words on our website or in our marketing	Consent, which you can withdraw at any time

2.2 We never see or store your full card details. Payments are handled by Stripe, which sends us confirmation that you have paid.

2.3 We do not sell your personal data. We do not use it for automated decision-making or profiling.

2.4 Where we rely on legitimate interests, we have checked that our interests are not outweighed by your rights. You can object at any time (section 9).

3. Sensitive information in coaching

3.1 During coaching you may choose to tell us about your health, your wellbeing or other personal circumstances. The law treats some of this as "special category" data, which needs extra protection.

3.2 We only record sensitive information if it is relevant to your coaching and you have agreed to us doing so. Our lawful basis is your explicit consent, which you can withdraw at any time. If you withdraw it, we will delete that information from our notes.

3.3 Coaching conversations are confidential, as set out in our Terms of Business. We will only share what you tell us in the limited circumstances described there, such as a serious risk of harm.

4. Who we share your information with

4.1 We use a small number of trusted service providers to run our business. They process personal data on our behalf and only as we instruct them:

Provider	What we use it for	Where data may be processed
Strikingly	Our website, booking forms and website analytics	United States
Stripe	Taking payments	United Kingdom, European Union and United States
MailerLite	Sending our emails and newsletter	European Union and United States
Zoom	Online coaching Sessions and podcast recordings	United States and other countries where Zoom operates
WhatsApp	Messages between coaching Sessions, if you choose this channel	United States and other countries where Meta operates. Messages are end-to-end encrypted

4.2 Substack runs the *Lead the Way* publication. If you subscribe there, Substack is responsible for your data under its own privacy policy. We see the subscriber details Substack shares with us.

4.3 We may also share information with our accountant or other professional advisers, and with authorities where the law requires us to.

4.4 We do not share your personal data with anyone else without your permission.

5. Transfers outside the UK

Some of our providers process data outside the UK, including in the United States. When this happens, we make sure your data is protected by UK adequacy regulations (including the UK–US Data Bridge) or by contract terms approved under UK law. You can ask us for more information about these safeguards.

6. How long we keep your information

Information	How long we keep it
Coaching notes, questionnaires and messages between Sessions	12 months after your final Session, then deleted
Invoices and payment records	6 years after the end of the financial year they relate to, as UK law requires
Email subscriber details	Until you unsubscribe, then removed from our active list
Enquiries and call bookings that don't lead to coaching	12 months after our last contact
Podcast recordings and published episodes	For as long as the podcast is published
Podcast guest contact details	For as long as we stay in touch, or until you ask us to delete them
Testimonials	Until you withdraw your consent

When we no longer need your information, we delete it securely.

7. Keeping your information secure

We store personal data in password-protected accounts with two-step verification where the provider offers it. Only Naureen has access to coaching notes and client messages. We use providers that meet recognised security standards.

8. Cookies

8.1 Our website uses cookies, which are small files stored on your device. Some are essential for the website to work. Others help us understand how visitors use the site through Strikingly's built-in analytics, which we use only to produce overall statistics that help us improve the site. We do not use Google Analytics.

8.2 When you first visit, a cookie banner lets you accept or decline non-essential cookies. You can also delete or block cookies in your browser settings at any time.

9. Your rights

9.1 You have the right to:

- ask for a copy of the personal data we hold about you;
- ask us to correct information that is wrong or incomplete;
- ask us to delete your information;
- ask us to restrict how we use it;
- object to us using it, including for marketing;
- ask us to transfer it to you or another organisation in a usable format;
- withdraw your consent at any time, where we rely on consent.

9.2 To use any of these rights, email hello@inspiringwomeninhospitality.com. There is no charge. We will reply within one month. If your request is complex, we may need up to two further months, and we will tell you if so.

9.3 Some rights have limits. For example, we must keep financial records for the period the law requires, even if you ask us to delete them.

10. Children

Our services are for adults. We do not knowingly collect personal data from anyone under 18.

11. Complaints

11.1 If you are unhappy with how we have handled your information, please contact us first at hello@inspiringwomeninhospitality.com so we can try to put it right. You can complain in any form, by email or message. We will acknowledge your complaint within 30 days, look into it without undue delay, keep you informed and tell you the outcome.

11.2 You also have the right to complain to the Information Commissioner's Office (ICO), the UK data protection regulator:

- Website: ico.org.uk
- Helpline: 0303 123 1113
- Address: Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

12. Changes to this policy

We may update this policy from time to time. The latest version will always be on our website, with its effective date at the top. If we make a significant change, we will tell clients and subscribers by email.