

Privacy Policy

Schema Coaching Academy — website, Patterns at Work, enrolment and marketing

Last updated: 25 August 2026

1. Who we are

This policy explains how **Schema Solutions Ltd** ("we", "us", "our", the "Academy"), a company registered in England and Wales under company number 14025595 with its registered office at Harben House, Harben Parade, Finchley Road, London NW3 6LH, United Kingdom, collects and uses personal information. "Schema Coaching Academy" is a trading name of Schema Solutions Ltd.

For the purposes of the UK GDPR and the EU GDPR, we are the controller of the personal information described in this policy.

Data protection contact: the Directors, hello@schemacoachingacademy.com.

We are registered with the Information Commissioner's Office under registration number ZC231266.

2. What this policy covers

This policy applies to:

- the website at schemacoachingacademy.com and any page or form on it;
- the free reflective tool published as Patterns at Work;
- enquiries, bookings and enrolment on our seminars, courses and training programmes;
- our email newsletters and other marketing communications.

It does not cover third-party websites we link to, or the platforms we use to deliver sessions where those platforms act as controllers in their own right. Those are governed by their own policies.

3. The information we collect

3.1 Information you give us

What	When	Includes
Contact details	You email us, use a contact form, or ask about a programme	Name, email address, organisation, role, and anything else you choose to write to us
Enrolment details	You book a place on a programme	Name, email, billing details, organisation, dietary or accessibility requirements if you tell us
Payment information	You pay for a programme	Handled by our payment provider. We receive confirmation of payment and limited transaction data. We do not receive or store full card numbers
Programme participation	During a programme	Attendance, correspondence with us, and anything you choose to share in a session
Marketing preferences	You tick, or later change, a preference	Whether you have consented, when, and by what route

What	When	Includes
Testimonials and feedback	You send them to us	Whatever you write, and your name and role if you give them

3.2 Patterns at Work

THE PUBLISHED VERSION OF THE TOOL COLLECTS NOTHING

In the version of Patterns at Work published by us and linked from the Website, the questions, the scoring and the results all run inside your own browser. Your answers are not transmitted to us, we never see them, and nothing is stored. Closing the tab ends it. No email address is requested.

If we later publish a version that asks for an email address or records responses, that version will say so plainly at the point of collection, will ask for your consent separately, and this policy will be updated before it goes live.

3.3 Information we collect automatically

When you visit the Website we may collect technical information through cookies and similar technologies, including your IP address, device and browser type, the pages you view, and how you arrived. Section 7 explains this and how to control it.

3.4 Information from other sources

If someone books a place on your behalf, or refers you to us, we receive your name and contact details from them. Where a colleague forwards you our material, we do not receive your details at all unless you contact us yourself. We do not buy marketing lists.

4. Sensitive information

We do not ask you for special category data — information revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic or biometric data, data concerning health, or data concerning a person's sex life or sexual orientation.

Programme sessions involve reflection on real working situations, and participants sometimes choose to share personal material. Anything you disclose in a session is disclosed voluntarily and is not recorded by us as part of your file. Please do not send us health information, and please do not disclose information that identifies a third party unless you have a lawful basis for doing so.

Because the published Patterns at Work tool stores nothing, no responses to it are held by us at all. If a storing version is introduced, we will assess before launch whether the responses could constitute data concerning health, and where there is any real doubt we will obtain explicit consent and say so at the point of collection.

5. How we use your information, and our lawful basis

Purpose	Lawful basis
Replying to your enquiry	Our legitimate interests — responding to people who contact us
Taking a booking and delivering the programme you paid for	Performance of a contract with you

Purpose	Lawful basis
Taking payment, issuing receipts and keeping accounting records	Legal obligation, and performance of a contract
Issuing certificates of completion	Performance of a contract with you
Sending marketing emails where you have opted in	Consent — see section 6
Sending marketing emails to past and prospective purchasers about similar programmes	Our legitimate interests, within the "soft opt-in" rules — see section 6
Publishing a testimonial you have sent us	Consent, which we ask for before publishing
Understanding how the Website is used and improving it	Consent, where non-essential cookies are involved — see section 7
Measuring the performance of our advertising	Consent, where non-essential cookies are involved
Keeping our records, resolving disputes, and meeting our legal obligations	Our legitimate interests, and legal obligation

Where we rely on legitimate interests, we have considered whether our interest is outweighed by your rights. You may object to that processing at any time — see section 11.

6. Marketing — when we may email you, and when we may not

THE POINT MOST OFTEN GOT WRONG

Writing to us is not consent to marketing. If you send us an enquiry, we will answer it. That exchange, on its own, does not permit us to add you to a marketing list, and we will not treat it as though it did.

There are two lawful routes by which you may come to receive marketing from us, and both are set out below. Neither can be created by a clause in a policy document — each depends on something you actually did.

6.1 Route one — you opted in

Where you tick a marketing box on one of our forms, you are consenting to receive marketing emails from us. That box is never pre-ticked, it is always separate from the terms you have to accept to buy or to use a form, and refusing it never prevents you from doing anything else. We record what you consented to, when, and through which form.

Consent covers occasional emails about our seminars, courses and training, related resources and articles, and offers on those programmes. You can withdraw it at any moment, and withdrawing is as easy as giving it — every email carries an unsubscribe link, and you can also email hello@schemacoachingacademy.com.

6.2 Route two — you bought from us, or asked to

Where you have bought a programme from us, or have been in discussion with us about buying one, we may email you about similar programmes and services even if you did not tick a box. This is permitted under the "soft opt-in" rules, and only where all of the following are true:

- we obtained your email address directly from you, and not from anyone else;
- we obtained it in the course of a sale, or of negotiations for a sale, of our programmes to you;

- what we send you is about similar programmes and services, and nothing else;
- we offered you a simple way to refuse marketing at the moment we collected your address; and
- every message we send after that carries a simple way to opt out.

This route does not cover a general enquiry that was never about buying anything, and it does not cover anyone whose details we did not obtain from them directly.

6.3 What we will not do

- We will not buy, rent or scrape marketing lists.
- We will not add you to a marketing list because you attended a free session, downloaded something, or wrote to us, unless one of the two routes above applies.
- We will not treat acceptance of our Terms of Use, or of this policy, as consent to marketing.
- We will not make consent to marketing a condition of buying a programme or using the Website.
- We will not pass your details to anyone else for their own marketing.

6.4 Different countries, different rules

The rules on electronic marketing vary by country and we apply the stricter standard where we are unsure. In some jurisdictions — including Israel and several EU member states — prior consent is required in circumstances where the soft opt-in described in section 6.2 would not be available. Where you are resident in such a country, we will rely on your opt-in under section 6.1.

6.5 Stopping marketing

Use the unsubscribe link in any marketing email, or write to hello@schemacoachingacademy.com. We will action it promptly. We will keep a minimal record of your objection — your email address on a suppression list — so that we do not contact you again by mistake. You will still receive necessary messages about a programme you have booked, such as joining instructions, because those are not marketing.

7. Cookies and tracking

Cookies and similar technologies are small files placed on your device. We use them in three ways:

- Strictly necessary — needed for the site to work, for example to keep a booking session alive. These do not require your consent.
- Analytics — to understand how the site is used. These require your consent.
- Advertising and measurement — including the LinkedIn Insight Tag, which allows us to measure the performance of our advertising and to reach relevant audiences on LinkedIn. These require your consent.

WHAT THIS MEANS IN PRACTICE

Non-essential cookies must not be set until the visitor has given consent through a cookie banner. A statement in a privacy policy is not consent, and neither is continuing to browse.

The LinkedIn Insight Tag is currently deployed on the Programme page. Until a compliant consent banner is in place, it should be configured so that it does not fire before consent is given. See Annex, item B2.

You can withdraw or change your cookie choices at any time via [COOKIE SETTINGS LINK], and you can block or delete cookies in your browser settings, although parts of the site may then not work properly.

[INSERT A COOKIE TABLE HERE listing each cookie actually set, its provider, purpose, and lifespan. Your cookie banner tool will usually generate this from a scan of the site.]

8. Who we share your information with

We do not sell your personal information. We share it only with service providers who process it on our behalf under written contracts, and only so far as they need it:

Provider	What they do	What they receive
Wix.com Ltd	Hosts schemacoachingacademy.com, serves its forms, and provides site analytics and error monitoring	Whatever you submit through a form; IP address and technical data
Stripe	Processes payments for programme fees	Name, email, billing and card data — processed by Stripe, not received or stored by us
Zoom	Hosts live online sessions and, where applicable, session recordings	Name, email address, attendance, and audio/video where a session is recorded
LinkedIn	Delivers and measures our advertising via the LinkedIn Insight Tag (partner ID 9548594)	Cookie and device identifiers — only with your consent
Google (Workspace / Gmail)	Our business email	Any correspondence you send us
Learn Manchester (our bookkeepers) and Hubdoc	Maintain our financial records	Transaction and invoice records
[EMAIL / NEWSLETTER PLATFORM — see Annex B12]	Will send our marketing emails and manage preferences	Name, email address, marketing preferences, engagement data

We may also disclose information where we are required to by law, or to establish, exercise or defend legal claims.

9. International transfers

We are established in the United Kingdom. Some of our providers, and some of our facilitators, are located outside the UK and the European Economic Area. Where personal information is transferred outside the UK or the EEA, we ensure an appropriate safeguard is in place — an adequacy decision covering the destination, the UK International Data Transfer Agreement or Addendum, or the European Commission's Standard Contractual Clauses, together with any additional measures required. You may ask us for details of the safeguard applied to a particular transfer.

10. How long we keep it

Information	Kept for
Enquiries that do not lead to a booking	24 months from your last contact with us
Enrolment and participation records	6 years after the programme ends
Financial and tax records	6 years from the end of the accounting period
Session recordings	Available to enrolled participants for 14 days after each session; our master copies are deleted 90 days after the programme ends

Information	Kept for
Marketing consents and preferences	For as long as you remain subscribed, plus 24 months afterwards as evidence
Suppression list (people who opted out)	Indefinitely, so that we do not contact you again
Website analytics and advertising data	As set out in the cookie table

When a retention period ends, we delete the information or irreversibly anonymise it.

11. Your rights

Subject to conditions and exemptions, you have the right to:

- be told how we use your information, which is what this policy is for;
- ask for a copy of the personal information we hold about you;
- ask us to correct information that is inaccurate or incomplete;
- ask us to delete information where there is no good reason for us to keep it;
- ask us to restrict how we use it while a question about it is resolved;
- ask us to transfer certain information to you or another organisation in a portable format;
- object to processing based on our legitimate interests;
- object to direct marketing at any time, which is an absolute right we will always honour; and
- withdraw consent at any time, where we rely on consent, without affecting anything done before you withdrew it.

To exercise any of these, write to hello@schemacoachingacademy.com. We will respond within one month. There is no fee, unless a request is manifestly unfounded or excessive.

12. Automated decision-making

Patterns at Work calculates a result from your answers using fixed arithmetic. That calculation is not a decision about you: it produces reflective text, it has no legal or similarly significant effect, and no outcome of any kind depends on it. We do not carry out automated decision-making or profiling that produces legal effects concerning you or similarly significantly affects you.

13. Security

We take appropriate technical and organisational measures to protect personal information, including access controls, encryption in transit, and limiting access to those who need it. No transmission over the internet is completely secure, and we cannot guarantee the security of information sent to us. Where we are required to do so, we will notify the relevant supervisory authority, and affected individuals, of a personal data breach.

14. Children

Our website, tool and programmes are intended for adults working in a professional capacity. We do not knowingly collect information from anyone under 18. If you believe we have, please tell us and we will delete it.

15. Complaints

If you are unhappy with how we have handled your information, please tell us first at hello@schemacoachingacademy.com so we can put it right. You also have the right to complain to a supervisory authority:

- United Kingdom — the Information Commissioner's Office, ico.org.uk;
- Portugal — Comissão Nacional de Proteção de Dados (CNPd), cnpd.pt;
- Elsewhere in the EU — the data protection authority in your country of residence;
- Israel — the Privacy Protection Authority.

16. Changes to this policy

We may update this policy. The date at the top shows when it last changed. Where a change is material — particularly one affecting how we use your information for marketing — we will tell you directly before it takes effect.

17. Contact

Schema Solutions Ltd, Harben House, Harben Parade, Finchley Road, London NW3 6LH, United Kingdom. Company number 14025595. Data protection contact: hello@schemacoachingacademy.com.