

PRIVACY & COOKIE NOTICE

Breakup & Divorce Global Limited

Last updated: 5 August 2026

This Notice explains how Breakup & Divorce Global Limited collects, uses, shares and protects personal information when you use our websites, contact us, book coaching, join the Breakup & Divorce Club, take training, hold IDCCOE membership, use our communities or interact with our content and services.

1. Who we are

Breakup & Divorce Global Limited (company number 17271384), registered at 5 Brayford Square, London, E1 0SG, is generally the controller of the personal information described in this Notice. In this Notice, we, us and our refer to that company.

Contact: support@saradavison.com. You may use this address for privacy questions, requests and complaints.

2. Where this Notice applies

This Notice applies across:

- saradavison.com, a static website hosted through Cloudflare with content managed in a self-hosted WordPress installation;
- breakupanddivorceclub.com, hosted on GoHighLevel;
- coaching.saradavison.com, including courses, funnels, forms and calendars hosted on GoHighLevel;
- Acuity Scheduling for one-to-one coaching bookings; and
- our related coaching, training, membership, referral, community, email, social-media and customer-support activities.

Separate third parties may act as controllers for their own purposes. Their privacy notices will also apply when you use their services.

3. Information we collect

Identity and contact information. Your name, email address, telephone number, postal address where relevant, account details and communication preferences.

Bookings, purchases and membership. Services booked, dates, attendance, transaction and subscription information, invoices, payment status, access history and customer-service correspondence. Card details are handled directly by Stripe or another displayed payment provider and are not stored in our systems.

Coaching, referral and safeguarding information. Information you choose to share about relationships, family, children, domestic abuse, coercive control, wellbeing, health, support needs, goals and circumstances; coach notes; referral information; and files or attachments.

Training and professional information. Qualifications, course progress, attendance, assessments, feedback, accreditation, professional membership, insurance, complaints and conduct information.

Accounts and portal information. Registration and access details for clients, coaches, learners, employees, corporate users and community members.

Technical and usage information. IP address, device and browser details, identifiers, pages viewed, links and advertisements interacted with, referral source, approximate location, timestamps and cookie or pixel data.

Marketing information. Consent records, interests, campaign engagement, unsubscribe choices and information used to measure or personalise communications and advertising.

Content and communications. Emails, messages, enquiries, survey responses, reviews, testimonials where separately authorised, and content you post in a community or submit through a form.

Some information may be special-category data under UK data-protection law, including health, sexual-life or sexual-orientation information. Information may also concern alleged or actual criminal conduct. Please share only what is reasonably necessary.

4. How we obtain information

We obtain information directly from you; from a person who makes an authorised referral or booking for you; from our coaches, associates, employees and corporate clients; automatically through our websites and connected

technologies; and from service providers such as GoHighLevel, Acuity, Stripe, advertising platforms and social networks. If you provide information about another person, you must have a lawful reason to do so and should tell them about this Notice where appropriate.

5. Why we use information and our lawful bases

We use personal information only where we have a lawful basis. Depending on the context, we rely on:

- contract: to take steps at your request, process bookings and payments, provide coaching, Club access, digital products, training, accreditation or membership, administer accounts and deal with cancellations;
- legitimate interests: to operate and improve our services, manage enquiries and referrals, maintain records, protect clients and our community, prevent fraud, secure systems, enforce terms, understand performance and promote our services, where those interests are not overridden by your rights;
- consent: for optional marketing, non-essential cookies or similar technologies, testimonials, and other uses where consent is requested;
- legal obligation: for tax, accounting, consumer, safeguarding, regulatory, data-protection and other legal requirements; and
- vital interests: in exceptional circumstances where processing is necessary to protect someone's life or physical safety.

For special-category information, we also rely where appropriate on your explicit consent, vital interests where consent cannot be obtained, the establishment, exercise or defence of legal claims, or another condition permitted by law. We do not rely on consent where the law permits or requires us to act without it. Criminal-offence information is handled only where authorised by law and with appropriate safeguards.

We may use information to personalise services, communicate service information and reminders, respond to concerns, moderate communities, investigate complaints, assess eligibility or course work, maintain accreditation records, analyse website use and—where legally permitted—send marketing and measure advertising.

6. Marketing and service communications

We may send communications needed to provide a service you requested, such as confirmations, access details, account notices, event information, safeguarding messages, renewal or payment information and changes to terms. These are service communications and are not dependent on marketing consent.

We send marketing emails, and any marketing SMS messages if introduced, only where we have an appropriate legal basis. Marketing choices must be separate from acceptance of our terms. You can unsubscribe using the link in an email or contact support@saradavison.com. Withdrawing marketing consent does not affect service communications or earlier lawful processing.

7. Who we share information with

We share information only as reasonably necessary with:

- GoHighLevel for websites, CRM, forms, calendars, accounts, courses, community, email and related communications;
- Acuity Scheduling and Calendly for bookings, and Stripe for payments and subscription billing;
- approved coaches, associates, employees, course tutors, assessors and support providers who need the information to deliver or protect the service;
- Cloudflare, our self-hosted WordPress environment and technology, hosting, security and IT providers;
- Zoom, YouTube, Buzzsprout, Instagram and other content, video, podcast, webinar or social platforms;
- Google, Meta, TikTok, Pinterest, LinkedIn and Microsoft for analytics, advertising and measurement where permitted;
- ClickCease and Growify for advertising protection, attribution and performance;
- professional advisers, insurers, accountants, auditors and prospective business purchasers subject to suitable confidentiality; and
- courts, regulators, law-enforcement, emergency, safeguarding or public bodies where disclosure is required or lawfully necessary.

We do not sell personal information in the ordinary sense. Some advertising-platform disclosures may be treated as sharing or targeted advertising under laws outside the UK; applicable controls and rights remain available.

8. International transfers

Many providers listed above operate from or store information outside the UK, including in the United States and other countries. Where UK law requires safeguards, we seek to use an adequacy regulation, the UK International Data Transfer Agreement, the UK Addendum to approved standard contractual clauses, or another lawful transfer mechanism, together with supplementary measures where appropriate. Providers may also rely on their own lawful transfer arrangements. Contact us if you would like further information about a relevant safeguard.

9. Retention

We keep information only for as long as reasonably necessary for the purpose collected, including service delivery, safeguarding, complaints, accreditation, legal, insurance, tax and accounting requirements. Retention depends on the nature and sensitivity of the information, risk, limitation periods and legal duties.

- routine enquiries and unsuccessful sales enquiries: normally up to 24 months after the last meaningful contact;
- customer, contract, invoice and transaction records: normally 6 years after the end of the relevant financial year or relationship;
- coaching and referral notes: normally up to 7 years after the service ends, unless a shorter or longer period is justified by safeguarding, insurance or legal needs;
- training, accreditation and professional membership records: for the life of the accreditation or relationship and normally up to 7 years afterwards;
- marketing records: until you unsubscribe, plus a minimal suppression record so we respect that choice; and
- cookie and analytics information: according to the lifespan of the relevant technology and provider settings.

These are working retention periods, not promises to keep every record for the maximum period. We may anonymise information so it can no longer identify you and use it for statistical or service-improvement purposes.

10. Security and confidentiality

We use proportionate technical and organisational measures designed to protect information, including access controls, confidentiality obligations, approved provider arrangements and incident procedures. No internet or storage system is completely secure. Please use private devices and strong passwords, and do not send highly sensitive information through ordinary email unless necessary.

11. Your rights

Depending on the circumstances, you may have rights to be informed; access your information; correct it; have it erased; restrict or object to processing; receive certain information in portable form; withdraw consent; and not be subject to a solely automated decision with significant effects. These rights are not absolute. We may need to verify your identity and may retain information where lawfully required.

To exercise a right, email support@saradavison.com. You may complain to the UK Information Commissioner's Office at ico.org.uk. We would appreciate the opportunity to address your concern first.

12. Children and information about other people

Our consumer services are intended for adults unless a particular service expressly states otherwise. Clients may discuss children or other family members during coaching or referrals. We use that information only where reasonably necessary for the service, safeguarding or legal purposes. Do not provide more third-party information than necessary.

13. Cookies and similar technologies

Cookies, pixels, tags, local storage and similar technologies can recognise a browser or device, operate a service, remember choices, understand use, measure campaigns and support advertising. Embedded content may also allow the relevant provider to collect information.

We use the following broad categories:

Strictly necessary. Security, network delivery, account, checkout, consent-preference and other functionality required for a service you request.

Analytics and performance. Google Analytics 4 and service-performance tools that help us understand visits and improve content.

Advertising and measurement. Google Ads, including remarketing and enhanced conversions, Microsoft Advertising, Meta Pixel, TikTok Pixel, Pinterest and LinkedIn Insight, plus ClickCease and Growify.

Embedded and platform content. Technologies from YouTube, Buzzsprout, Instagram, Zoom, GoHighLevel, Acuity, Calendly, Google Fonts and other embedded providers.

Non-essential cookies and similar technologies should be used only after a valid choice where consent is required. Our website displays Accept and Decline choices. At the date of this Notice, the technical consent controls are being corrected and some non-essential tags may load before or regardless of the choice recorded by the banner. You can also block or delete cookies through your browser and use provider or device advertising controls. Blocking some technologies may affect website features. We are working to make the banner control the tags directly and will update this Notice and our cookie information when that work and a current cookie scan are complete.

Hotjar is paused and Microsoft Clarity has been removed, so we do not currently use those tools for session recording. Legacy Universal Analytics tags may remain in the tag-management container but are not expected to collect data. Provider names, technology names and lifespans can change as services update.

14. Automated processing, advertising and enhanced conversions

We may use audience, attribution and advertising tools to understand which campaigns lead to enquiries or purchases and to show more relevant advertising. Enhanced-conversion tools may send hashed contact information, such as an email address or telephone number, to an advertising provider for matching and measurement. Hashing is a security technique but the information remains personal data when it can be matched. We use these tools only where we have an appropriate legal basis and subject to applicable consent requirements.

We do not currently make decisions producing legal or similarly significant effects about you solely by automated means. If that changes, we will provide the information and safeguards required by law.

15. Third-party links and services

Our websites and communications may link to or embed third-party services. Those providers control their own processing in accordance with their notices. Please review their privacy and cookie information. We are not responsible for a third party's independent website or privacy practices.

16. Changes to this Notice

We may update this Notice when our services, providers, technology or legal obligations change. The latest version will be published online with its update date. We may also notify you directly where a change is significant.

17. Contact

Breakup & Divorce Global Limited
 Company number: 17271384
 Registered office: 5 Brayford Square, London, E1 0SG
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