

Data Protection & Privacy Policy

Savage Communications Ltd

Effective 2026

1. Introduction

Savage Communications Ltd is committed to protecting the privacy and personal information of our clients, participants, partners and website visitors. This policy explains how we collect, use, store and protect personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

2. Information We Collect

We may collect names, job titles, company details, contact information, project and coaching/training information, billing information, participant development objectives and feedback, and information voluntarily shared to support coaching or training.

3. How We Use Personal Information

We use personal information to respond to enquiries, design and deliver services, tailor learning, communicate with clients, administer projects, issue invoices, improve services, maintain client relationships and comply with legal obligations. We never sell or rent personal information.

4. Lawful Basis

We process data under one or more lawful bases including contract, legitimate interests, legal obligation and consent where appropriate.

5. Artificial Intelligence (AI)

Savage Communications Ltd may use trusted AI-assisted tools to support the preparation, administration and delivery of training and coaching services.

Data Protection & UK GDPR Compliance

- AI tools may process data externally, and only with the Client's knowledge and consent.
- All reasonable steps are taken to ensure secure storage and processing.
- Clients have the right to access, rectify, erase, or restrict the processing of their personal data in accordance with the UK GDPR.

Transparency & AI Oversight

- AI tools are used to assist, not replace, the Coach's professional judgment.
- The Coach will maintain human oversight of all AI outputs.
- The Client will be clearly informed if any AI tool is used during or after sessions.
- The Coach is committed to regularly reviewing AI tools for accuracy, bias, and appropriateness.

Consent & Opt-Out Rights

- The Client's consent is required before any AI tools are activated that process personal data.
- Consent may be withdrawn at any time with no penalty.
- Any data already processed will be handled in accordance with this Data Protection & Privacy Policy and any applicable Data Retention and Deletion Policy.

Liability and Disclaimers

- The Coach is ultimately responsible for the coaching provided.
- AI tools are used to support, not substitute, professional human interaction.
- Whilst every reasonable effort is made to review AI-generated outputs before use, Savage Communications Ltd cannot guarantee that AI-generated content will always be free from errors or inaccuracies.

Intellectual Property

- The Client retains rights to all personal content shared during coaching.
- Any AI-generated materials created collaboratively (e.g. plans, summaries) may be used by the Client freely.

6. Sharing Information

Personal information is shared only where necessary to deliver services or meet legal obligations, including secure service providers, cloud platforms, assessment providers, AI providers where applicable and professional advisers.

7. International Transfers

Where personal information is processed outside the UK, appropriate UK GDPR safeguards are applied.

8. Data Security

Appropriate technical and organisational measures are maintained to protect personal information from unauthorised access, loss or misuse.

9. Data Retention

Personal information is retained only for as long as necessary to deliver services, meet legal obligations and maintain appropriate business records before being securely deleted or anonymised.

10. Your Rights

Individuals have the right to access, rectify, erase, restrict, object to processing, request portability where applicable and withdraw consent where consent is relied upon.

11. Confidentiality

Information shared during training or coaching is treated as confidential unless disclosure is required by law, safeguarding obligations apply or permission has been given.

12. Website & Cookies

Our website may use cookies and analytics to improve user experience. External websites are governed by their own privacy policies.

13. Contact

Email: info@savagecommunications.co.uk

14. Changes

This policy may be updated periodically to reflect changes in legislation, technology or our services.