



## Client Agreement: Coaching Code of Care

Thank you for considering coaching with The Executive Alchemist. Please be aware that, unless otherwise agreed in writing, commencing coaching constitutes agreement by you to the following terms and conditions.

<b>Overall Intention</b>	It is important that you feel committed to the objectives, plan and evaluation methodology for your coaching. It is also important that you work towards your goals between coaching sessions.
<b>Schedule</b>	I will design a programme that works best for you. For leadership coaching, sessions are typically two hours long and a minimum commitment is for four sessions; if a therapeutic coaching approach best meets your needs, we are likely to start with weekly sessions of an hour.
<b>Changes</b>	If you need to reschedule an appointment, please let me know 3 days in advance to avoid a cancellation charge of 50% - 100%.
<b>Confidentiality</b>	<p>The coaching relationship is confidential. I will not disclose information which you share with me during our sessions, except under supervision myself, with your permission, or in cases where there is a legal/moral obligation on me to do so, such as if there is a risk of harm to yourself or others.</p> <p>Please be aware that from time to time I use anonymised material from coaching and training sessions in teaching materials and publications.</p>
<b>Code of Ethics</b>	The client will be treated with respect and care at all times. I am bound by The Coaching Academy's Code of Ethics ( <a href="https://www.the-coaching-academy.com/about/code-of-conduct.asp">https://www.the-coaching-academy.com/about/code-of-conduct.asp</a> ) and those of the National Council of Hypnotherapy ( <a href="https://www.hypnotherapists.org.uk/about-nch/code-of-ethics/">https://www.hypnotherapists.org.uk/about-nch/code-of-ethics/</a> ).
<b>Nature of coaching</b>	<p>Professional coaching provides an ongoing partnership designed to help clients produce fulfilling results in their personal and professional lives. I seek to help my clients improve their performances and enhance the quality of their lives through listening, observing and partnering with them to help them to design solutions and strategies which meet their unique needs. I believe you are naturally creative and resourceful. It is my job to provide support to enhance the skills, resources, and creativity that you already have. I won't solve your problems for you, but will guide you to solving them.</p> <p>If appropriate, I will follow a therapeutic coaching approach with you, which will include clinical solution-focused hypnotherapy and the benefit of trance to help you start to develop and embed the positive changes you seek in your thinking and behaviours. <b>It is advised that you consult your doctor before having complementary therapy, including hypnotherapy. It's important to note that results may vary from person to person.</b></p> <p>You agree to coaching with the understanding that you are responsible for creating results and that it is important that you work towards your goals between coaching sessions. If recommended by me, you understand that you will need to listen to the relaxation MP3 (not whilst driving or using machinery) in order to enhance the success of your programme.</p>
<b>Extra time</b>	If you need urgent support or want to share a success with me, please ring me or send an email, leaving your contact details and times when you are available.
<b>Problems</b>	Of course, I want your coaching to go well and to create outstanding value for you, so if you have any concern about the way we are working, please tell me as soon as possible so we can discuss the issue in order to make the coaching work effectively for you.
<b>Charges</b>	We have agreed a fee of _____ for your programme, to be paid by ___/___/___
<b>Data protection and privacy</b>	Each party is responsible for writing and keeping notes of the sessions. The Executive Alchemist keeps confidential records for the purposes of promotion, service provision, service evaluation, and maintenance of accounts and records as per our Privacy Policy overleaf. Should you wish to see the personal information held about you please email amy@the-executive-chemist.co.uk and I will respond in accordance with the GDPR.

**Explicit Consent**

I explicitly consent to you creating and storing records concerning my coaching sessions, as per your Privacy Notice, a copy of which I have seen.

I have read the agreement above and accept the programme on these terms.

*Signed:* \_\_\_\_\_ *Date:* \_\_\_\_\_

*Print Name:* \_\_\_\_\_

*If acting in the capacity of legal guardian, please state your role and authority:*

\_\_\_\_\_

*Coach:* \_\_\_\_\_ *Date:* \_\_\_\_\_

*Print Name:* Amy Armstrong MA (Oxon).DSFH.HPD.MNCH(Reg).CNHC(Reg)

**Promotional information**

For the purposes of promoting leadership and wellbeing, The Executive Alchemist would like to stay in touch with you with information that may be of interest to you. (For example, occasionally we send past and current clients links to free webinars, new relaxation tracks and resources to reduce stress). You can change your mind at any time by contacting Amy Armstrong as per our Privacy Policy or clicking the unsubscribe option included in our emails. We will treat your information with respect.

For providing promotional information you can stay in touch with me using the following methods.

- Telephone
- Text
- Email
- Post
- Other (please state) \_\_\_\_\_

*Signed:* \_\_\_\_\_ *Date:* \_\_\_\_\_

## Privacy Policy

**Who are we?** You know me as Amy Armstrong, and work with me via 'The Executive Alchemist', which is a trading name for my rather boringly titled company 'QA Solutions (Associates) Limited.' I am the data controller of QA Solutions (Associates) Limited and can be contacted via amy@the-executive-chemist.co.uk.

At The Executive Alchemist, we are committed to maintaining the trust and confidence of our clients. In particular, we want you to know that we are not in the business of selling, renting or trading email lists with other companies and businesses for marketing purposes. We just don't do that sort of thing. This Privacy Policy provides lots of detailed information on when and why we collect your personal information, how we use it, the limited conditions under which we may disclose it to others, and how we keep it secure.

**What types of data do we collect?** As part of the registration process for working with us, and our ongoing work with you, we collect personal information. This might include any or all of the following personal information about you: identity details such as your name, gender, age, data of birth, email address, postal address, or mobile number; name and address of your doctor and surgery; employment details such as your employer, your job title, responsibilities, length of service, history, feedback and appraisal data, key work issues and plans; personal details about your physical and mental health issues, medication and treatment, relationships, family, lifestyle and social circumstances, your life story, your ambitions, concerns and plans.

**What do we use this information for?** Primarily the information is used to provide the services specified under our contract with you i.e. to help us tailor your coaching to support you to meet your goals for working with us.

In addition, we use it to contact you to arrange sessions; to send you additional information to support your work with us; to send you the occasional email or newsletter about topics you've said you're interested in; to contact you if we need to obtain or provide additional information; to check our records are right and to check every now and then that you're happy and satisfied. We also use it as necessary to comply with any present or future law, rule, regulation, guidance or directive; to comply with industry or professional rules and regulations including voluntary codes, and discussions with our supervisors; to comply with demands or requests made by any relevant insurance process, or in connection with any litigation. We will hold your personal information for as long as it is necessary for the relevant service to be provided, and for eight years thereafter (or until you reach 25 in the case of someone 18 years old and below) as required by relevant professional codes of practice.

We use a third-party provider, Acuity Scheduling, to manage our online bookings. You are able to do this yourself and register for an account with them. Otherwise we will enter your name, email and sometimes phone number in order to book you onto the system. For more information about how Acuity uses and protects data, please visit <https://acuityscheduling.com/privacy.php>. If you want to change your Personal Data and can't manage it via your account on the site, please contact Acuity via their website <https://help.acuityscheduling.com/hc/en-us/requests/new>.

We use a different third-party provider, MailChimp, to deliver the occasional newsletter or group email to those of you who have opted in for these services. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our online communications. For more information, please see MailChimp's privacy notice at <https://mailchimp.com/legal/privacy/>. You can unsubscribe to general mailings at any time of the day or night by clicking the unsubscribe link at the bottom of any of our emails or by emailing Amy Armstrong.

We use the technology platforms of Skype, Zoom and Cliniko to enable online sessions. We do not share your details with any of these providers. Please review the individual privacy policy of each of these providers for details of how they ensure the security of their service provision. Should we lose connectivity during our sessions together, I will try to reconnect with you immediately, and after a further minute. Should this fail, I will call you and we will agree whether to continue by phone, try to reconnect once more, or reschedule the remainder of our session.

**What are your rights about the personal information you have shared with us?** You are entitled to view, amend, or delete the personal information that we hold. Email your request to our data protection officer Amy Armstrong at amy@the-executive-chemist.co.uk.

**How do we keep your information safe?** We have appropriate technical and physical security measures to protect your personal information against accidental loss, damage, destruction or unauthorised processing.

**Changes to this Privacy Notice.** This policy was updated on 21 April 2020. It will be reviewed on an annual basis.