# Privacy Notice

## 1.Introduction

This Privacy Notice explains how Sonia Mooney Signature Solutions (“we”, “us”, “our”) collects, uses and protects your personal data when you:

- Visit www.soniamooney.com
- Visit associated platforms including sonia-mooney.mykajabi.com
- Subscribe to our newsletter
- Purchase digital products
- Contact us

We are committed to handling your data transparently, securely and in accordance with UK GDPR and applicable data protection laws.

Sonia Mooney Signature Solutions is the data controller responsible for your personal data.

Contact: sonia@soniamooney.com

## 2.What Personal Data We Collect

Depending on how you interact with us, we may collect:

a) Contact Data

- Name
- Email address
- Company name (if provided)

b) Purchase & Transaction Data

- Billing address
- Payment information (processed securely by our payment provider – we do not store full card details)
- Order history

c) Technical & Usage Data

- IP address
- Browser type
- Device information
- Pages visited
- Interaction data

d) Marketing Preferences

- Newsletter subscription status
- Email engagement (opens, clicks)

# 3.How We Use Your Data

We use your data to:

- Respond to enquiries
- Deliver purchased products and services
- Manage customer accounts
- Process payments
- Send newsletters and insights regarding HR transformation (where you have opted in or we have a legitimate business interest)
- Improve our website, products and content
- Comply with legal and tax obligations

# 4.Legal Basis for Processing

Under UK GDPR, we rely on the following lawful bases:

- Contract – where processing is necessary to fulfil a purchase
- Consent – for newsletter marketing communications where individuals have directly signed up via our website
- Legitimate interests – to introduce our specialist HR transformation products and services, to provide insights to relevant corporate professionals, to improve our business offerings and to respond to and manage enquiries
- Legal obligation – to comply with accounting and regulatory requirements

You may withdraw consent to marketing at any time via the unsubscribe link in our emails.

# 5.Platforms & Third Parties

We use trusted third-party providers to operate our business. These may process personal data on our behalf, including:

- Wix – website hosting
- Kajabi – digital product platform
- Kajabi Payments – payment processing
- Google Analytics – website analytics
- Mailchimp – email marketing
- Apollo – B2B data sourcing and outbound engagement

These providers are contractually required to protect your data.

# 6.International Data Transfers

Some of our service providers are based outside the UK. Where personal data is transferred internationally, appropriate safeguards are in place in accordance with UK data protection law.

# 7.Cookies & Analytics

Our websites use cookies and similar technologies (including Google Analytics)to:

- Ensure site functionality
- Analyse usage
- Improve performance

You can manage cookie preferences through your browser settings and any cookie consent tools provided on our site.

For more information about Google Analytics, please visit:

https://policies.google.com/privacy

# 8.Digital Products & Purchases

When you purchase digital products (such as the High Impact HR Transformation Templates), we process your personal data to:

- Confirm your order

- Provide access
- Manage ongoing customer support

Payment information is processed securely via our payment provider. We do not store full card details.

# 9.Data Retention

We retain personal data only for as long as necessary:

- Newsletter data – until you unsubscribe
- Customer purchase records – in line with UK tax and accounting requirements
- Enquiry data – for a reasonable period to manage follow-up

# 10.Your Rights

Under UK data protection law, you have the right to:

- Access your personal data
- Request correction
- Request deletion
- Restrict processing
- Object to processing
- Lodge a complaint with the Information Commissioner's Office (ICO)

To exercise any of these rights, please contact:

sonia@soniamooney.com

# 11.Changes to This Notice

We may update this Privacy Notice periodically to reflect changes in our business or legal requirements. The latest version will always be available on our website.

Updated 1st November 2026