This Privacy Notice for Pressurevalve Ltd. ('we', 'us', or 'our'), describes how and why we might access, collect, store, use, and/or share ('process') your personal information when you use our services ('Services'), including when you: Visit our website at https://www.pressurevalvecoaching.com, or any website of ours that links to this Privacy Notice Engage with us in other related ways, including any sales, marketing, or events Questions or concerns? Reading this Privacy Notice will help you understand your privacy rights and choices. We are responsible for making decisions about how your personal information is processed. If you do not agree with our policies and practices, please do not use our Services. If you still have any questions or concerns, please contact us at julie@pressurevalve.co.uk. SUMMARY OF KEY POINTS This summary provides key points from our Privacy Notice, but you can find out more details about any of these topics by clicking the link following each key point or by using our table of contents below to find the section you are looking for. What personal information do we process? When you visit, use, or navigate our Services, we may process personal information depending on how you interact with us and the Services, the choices you make, and the products and features you use. Learn more about personal information you disclose to us. Do we process any sensitive personal information? Some of the information may be considered 'special' or 'sensitive' in certain jurisdictions, for example your racial or ethnic origins, sexual orientation, and religious beliefs. We may process sensitive personal information when necessary with your consent or as otherwise permitted by applicable law. Learn more about sensitive information we process. Do we collect any information from third parties? We do not collect any information from third parties. How do we process your information? We process your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with law. We may also process your information for other purposes with your consent. We process your information only when we have a valid legal reason to do so. Learn more about how we process your information. In what situations and with which parties do we share personal information? We may share information in specific situations and with specific third parties. Learn more about when and with whom we share your personal information. How do we keep your information safe? We have adequate organisational and technical processes and procedures in place to protect your personal information. However, no electronic transmission over the internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorised third parties will not be able to defeat our security and improperly collect, access, steal, or modify your information. Learn more about how we keep your information safe. What are your rights? Depending on where you are located geographically, the applicable privacy law may mean you have certain rights regarding your personal information. Learn more about your privacy rights How do you exercise your rights? The easiest way to exercise your rights is by visiting julie@pressurevalve.co.uk, or by contacting us. We will consider and act upon any request in accordance with applicable data protection laws. Want to learn more about what we do with any information we collect? Review the Privacy Notice in full TABLE OF CONTENTS 1. WHAT INFORMATION DO WE COLLECT? 2. HOW DO WE PROCESS YOUR INFORMATION? 3. WHAT LEGAL BASES DO WE RELY ON TO PROCESS YOUR PERSONAL INFORMATION? 4. WHEN AND WITH WHOM DO WE SHARE YOUR PERSONAL INFORMATION? 5. HOW LONG DO WE KEEP YOUR INFORMATION? 6. HOW DO WE KEEP YOUR INFORMATION SAFE? 7. DO WE COLLECT INFORMATION FROM MINORS? 8. WHAT ARE YOUR PRIVACY RIGHTS? 9. CONTROLS FOR DO-NOT-TRACK FEATURES 10. DO UNITED STATES RESIDENTS HAVE SPECIFIC PRIVACY RIGHTS? 11. DO WE MAKE UPDATES TO THIS NOTICE? 12. HOW CAN YOU CONTACT US ABOUT THIS NOTICE? 13. HOW CAN YOU REVIEW, UPDATE, OR DELETE THE DATA WE COLLECT FROM YOU? 1. WHAT INFORMATION DO WE COLLECT? Personal information you disclose to us In Short: We collect personal information that you provide to us. We collect personal information that you voluntarily provide to us when you register on the Services, express an interest in obtaining information about us or our products and Services, when you participate in activities on the Services, or otherwise when you contact us. Personal Information Provided by You. The personal information that we collect depends on the context of your interactions with us and the Services, the choices you make, and the products and features you use. The personal information we collect may include the following: names email addresses usernames passwords contact preferences billing addresses debit/credit card numbers mailing addresses phone numbers Sensitive Information. When necessary, with your consent or as otherwise permitted by applicable law, we process the following categories of sensitive information: financial data All personal information that you provide to us must be true, complete, and accurate, and you must notify us of any changes to such personal information. Information automatically collected In Short: Some information — such as your Internet Protocol (IP) address and/or browser and device characteristics — is collected automatically when you visit our Services. We automatically collect certain information when you visit, use, or navigate the Services. This information does not reveal your specific identity (like your name or contact information) but may include device and usage information, such as your IP address, browser and device characteristics, operating system, language preferences, referring URLs, device name, country, location, information about how and when you use our Services, and other technical information. This information is primarily needed to maintain the security and operation of our Services, and for our internal analytics and reporting purposes. The information we collect includes: Log and Usage Data. Log and usage data is service-related, diagnostic, usage, and performance information our servers automatically collect when you access or use our Services and which we record in log files. Depending on how you interact with us, this log data may include your IP address, device information, browser type, and settings and information about your activity in the Services (such as the date/time stamps associated with your usage, pages and files viewed, searches, and other actions you take such as which features you use), device event information (such as system activity, error reports (sometimes called 'crash dumps'), and hardware settings). Device Data. We collect device data such as information about your computer, phone, tablet, or other device you use to access the Services. Depending on the device used, this device data may include information such as your IP address (or proxy server), device and application identification numbers, location, browser type, hardware model, Internet service provider and/or mobile carrier, operating system, and system configuration information. Location Data. We collect location data such as information about your device's location, which can be either precise or imprecise. How much information we collect depends on the type and settings of the device you use to access the Services. For example, we may use GPS and other technologies to collect geolocation data that tells us your current location (based on your IP address). You can opt out of allowing us to collect this information either by refusing access to the information or by disabling your Location setting on your device. However, if you choose to opt out, you may not be able to use certain aspects of the Services. 2. HOW DO WE PROCESS YOUR INFORMATION? In Short: We process your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with law. We may also process your information for other purposes with your consent. We process your personal information for a variety of reasons, depending on how you interact with our Services, including: • To facilitate account creation and authentication and otherwise manage user accounts. We may process your information so you can create and log in to your account, as well as keep your account in working order. To deliver and facilitate delivery of services to the user. We may process your information to provide you with the requested service. • To respond to user inquiries/offer support to users. We may process your information to respond to your inquiries and solve any potential issues you might have with the requested service. • To send administrative information to you. We may process your information to send you details about our products and services, changes to our terms and policies, and other similar information. • To fulfil and manage your orders. We may process your information to fulfil and manage your orders, payments, returns, and exchanges made through the Services. • To enable user-to-user communications. We may process your information if you choose to use any of our offerings that allow for communication with another user. • To save or protect an individual's vital interest. We may process your information when necessary to save or protect an individual's vital interest, such as to prevent harm.

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PRIVACY POLICY

Last updated February 14, 2025

In Short: We only process your personal information when we believe it is necessary and we have a valid legal reason (i.e. legal basis) to do so under applicable law, like with your consent, to comply with laws, to provide you with services to

The General Data Protection Regulation (GDPR) and UK GDPR require us to explain the valid legal bases we rely on in order to process your personal information. As such, we may rely on the following legal bases to process your personal

• Vital Interests. We may process your information where we believe it is necessary to protect your vital interests of a third party, such as situations involving potential threats to the safety of any person.

We may process your information if you have given us specific permission (i.e. express consent) to use your personal information for a specific purpose, or in situations where your permission can be inferred (i.e. implied consent). You

If it is reasonable to expect collection and use with consent would compromise the availability or the accuracy of the information and the collection is reasonable for purposes related to investigating a breach of an agreement or a

• Business Transfers. We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.

We will only keep your personal information for as long as it is necessary for the purposes set out in this Privacy Notice, unless a longer retention period is required or permitted by law (such as tax, accounting, or other legal requirements). No

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymise such information, or, if this is not possible (for example, because your personal information has been stored in backup

We have implemented appropriate and reasonable technical and organisational security measures designed to protect the security of any personal information we process. However, despite our safeguards and efforts to secure your information, no electronic transmission over the Internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorised third parties will not be able to defeat our security and improperly collect, access, steal, or modify your information. Although we will do our best to protect your personal information to and from our Services is at your own risk. You should only

We do not knowingly collect, solicit data from, or market to children under 18 years of age, nor do we knowingly sell such personal information. By using the Services, you represent that you are at least 18 or that you are the parent or guardian of such a minor and consent to such minor dependent's use of the Services. If we learn that personal information from users less than 18 years of age has been collected, we will deactivate the account and take reasonable measures to promptly

In Short: Depending on your state of residence in the US or in some regions, such as the European Economic Area (EEA), United Kingdom (UK), Switzerland, and Canada, you have rights that allow you greater access to and control over your

rectification or erasure; (iii) to restrict the processing of your personal information; (iv) if applicable, to data portability; and (v) not to be subject to automated decision-making. In certain circumstances, you may also have the right to object to the

Withdrawing your consent: If we are relying on your consent to process your personal information, which may be express and/or implied consent depending on the applicable law, you have the right to withdraw your consent at any time. You can

However, please note that this will not affect the lawfulness of the processing before its withdrawal nor, when applicable law allows, will it affect the processing of your personal information conducted in reliance on lawful processing grounds other

Opting out of marketing and promotional communications: You can unsubscribe from our marketing and promotional communications at any time by clicking on the unsubscribe link in the emails that we send, or by contacting us using the details provided in the section 'HOW CAN YOU CONTACT US ABOUT THIS NOTICE?' below. You will then be removed from the marketing lists. However, we may still communicate with you — for example, to send you service-related messages

Upon your request to terminate your account, we will deactivate or delete your account and information from our active databases. However, we may retain some information in our files to prevent fraud, troubleshoot problems, assist with any

Most web browsers and some mobile applications include a Do-Not-Track ('DNT') feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored

In Short: If you are a resident of California, Colorado, Connecticut, Delaware, Florida, Indiana, Iowa, Kentucky, Minnesota, Montana, New Hampshire, New Jersey, Oregon, Tennessee, Texas, Utah, or Virginia, you may have the right to request access to and receive details about the personal information we maintain about you and how we have processed it, correct inaccuracies, get a copy of, or delete your personal information. You may also have the right to withdraw your

online identifier, Internet Protocol address, email address, and account name

Transaction information, purchase history, financial details, and payment information

Images and audio, video or call recordings created in connection with our business activities

Name, contact information, education, employment, employment history, and financial information

Gender, age, date of birth, race and ethnicity, national origin, marital status, and other demographic data

Contact details, such as real name, alias, postal address, telephone or mobile contact number, unique personal identifier,

Browsing history, search history, online behaviour, interest data, and interactions with our and other websites, applications,

Business contact details in order to provide you our Services at a business level or job title, work history, and professional

Inferences drawn from any of the collected personal information listed above to create a profile or summary about, for

Collected

YES

NO

YES

and collected. At this stage, no uniform technology standard for recognising and implementing DNT signals has been finalised. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically

California law requires us to let you know how we respond to web browser DNT signals. Because there currently is not an industry or legal standard for recognising or honouring DNT signals, we do not respond to them at this time.

communicates your choice not to be tracked online. If a standard for online tracking is adopted that we must follow in the future, we will inform you about that practice in a revised version of this Privacy Notice.

In some regions (like the EEA, UK, Switzerland, and Canada), you have certain rights under applicable data protection laws. These may include the right (i) to request access and obtain a copy of your personal information, (ii) to request

If you are located in the EEA or UK and you believe we are unlawfully processing your personal information, you also have the right to complain to your Member State data protection authority or UK data protection authority.

processing of your personal information. You can make such a request by contacting us by using the contact details provided in the section 'HOW CAN YOU CONTACT US ABOUT THIS NOTICE?' below.

If it was produced by an individual in the course of their employment, business, or profession and the collection is consistent with the purposes for which the information was produced

Consent. We may process your information if you have given us permission (i.e. consent) to use your personal information for a specific purpose. You can withdraw your consent at any time. Learn more about withdrawing your consent

Performance of a Contract. We may process your personal information when we believe it is necessary to fulfil our contractual obligations to you, including providing our Services or at your request prior to entering into a contract with you.

• Legal Obligations. We may process your information where we believe it is necessary for compliance with our legal obligations, such as to cooperate with a law enforcement body or regulatory agency, exercise or defend our legal rights, or

In legal terms, we are generally the 'data controller' under European data protection laws of the personal information described in this Privacy Notice, since we determine the means and/or purposes of the data processing we perform. This Privacy Notice does not apply to the personal information we process as a 'data processor' on behalf of our customers. In those situations, the customer that we provide services to and with whom we have entered into a data processing agreement is the 'data controller' responsible for your personal information, and we merely process your information on their behalf in accordance with your instructions. If you want to know more about our customers' privacy practices, you should read their privacy

3. WHAT LEGAL BASES DO WE RELY ON TO PROCESS YOUR INFORMATION?

In some exceptional cases, we may be legally permitted under applicable law to process your information without your consent, including, for example:

enter into or fulfil our contractual obligations, to protect your rights, or to fulfil our legitimate business interests.

If collection is clearly in the interests of an individual and consent cannot be obtained in a timely way

If we have reasonable grounds to believe an individual has been, is, or may be victim of financial abuse

4. WHEN AND WITH WHOM DO WE SHARE YOUR PERSONAL INFORMATION?

In Short: We may share information in specific situations described in this section and/or with the following third parties.

• If it is contained in a witness statement and the collection is necessary to assess, process, or settle an insurance claim

If disclosure is required to comply with a subpoena, warrant, court order, or rules of the court relating to the production of records

In Short: We keep your information for as long as necessary to fulfil the purposes outlined in this Privacy Notice unless otherwise required by law.

purpose in this notice will require us keeping your personal information for longer than the period of time in which users have an account with us.

delete such data from our records. If you become aware of any data we may have collected from children under age 18, please contact us at julie@pressurevalve.co.uk.

withdraw your consent at any time by contacting us by using the contact details provided in the section 'HOW CAN YOU CONTACT US ABOUT THIS NOTICE?' below.

consent to our processing of your personal information. These rights may be limited in some circumstances by applicable law. More information is provided below.

Examples

Fingerprints and voiceprints

systems, and advertisements

qualifications if you apply for a job with us

Student records and directory information

Account login information

We may also collect other personal information outside of these categories through instances where you interact with us in person, online, or by phone or mail in the context of:

example, an individual's preferences and characteristics

specified purposes. You may have the right to limit the use or disclosure of your sensitive personal information. We do not collect or process sensitive personal information for the purpose of inferring characteristics about you.

We only collect sensitive personal information, as defined by applicable privacy laws or the purposes allowed by law or with your consent. Sensitive personal information may be used, or disclosed to a service provider or contractor, for additional,

We may disclose your personal information with our service providers pursuant to a written contract between us and each service provider. Learn more about how we disclose personal information to in the section, 'WHEN AND WITH WHOM DO

We have not disclosed, sold, or shared any personal information to third parties for a business or commercial purpose in the preceding twelve (12) months. We will not sell or share personal information in the future belonging to website visitors,

• Right to opt out of the processing of your personal data if it is used for targeted advertising (or sharing as defined under California's privacy law), the sale of personal data, or profiling in furtherance of decisions that produce legal or

Under certain US state data protection laws, you can designate an authorised agent to make a request from an authorised agent that does not submit proof that they have been validly authorised to act on

Upon receiving your request, we will need to verify your identity to determine you are the same person about whom we have the information in our system. We will only use personal information provided in your request to verify your identity or authority to make the request. However, if we cannot verify your identity from the information already maintained by us, we may request that you provide additional information for the purposes of verifying your identity and for security or fraud-

If you submit the request through an authorised agent, we may need to collect additional information to verify your request and the agent will need to provide a written and signed permission from you to submit such

Under certain US state data protection laws, if we decline to take action regarding your request, you may appeal our decision by emailing us at julie@pressurevalve.co.uk. We will inform you in writing of any action taken or not taken in response

California Civil Code Section 1798.83, also known as the 'Shine The Light' law, permits our users who are California residents to request and obtain from us, once a year and free of charge, information about categories of personal information (if any) we disclosed to third parties for direct marketing purposes and the names and addresses of all third parties with which we shared personal information in the immediately preceding calendar year. If you are a California resident and would like

We may update this Privacy Notice from time to time. The updated version will be indicated by an updated 'Revised' date at the top of this Privacy Notice. If we make material changes to this Privacy Notice, we may notify you either by prominently

If you are a resident in the United Kingdom, we are the 'data controller' of your personal information. We have appointed Julie Smith to be our representative in the UK. You can contact them directly regarding our processing of your information, by

Based on the applicable laws of your country or state of residence in the US, you may have the right to request access to the personal information we collect from you, details about how we have processed it, correct inaccuracies, or delete your

personal information. You may also have the right to withdraw your consent to our processing of your personal information. These rights may be limited in some circumstances by applicable law. To request to review, update, or delete your

We may use your personal information for our own business purposes, such as for undertaking internal research for technological development and demonstration. This is not considered to be 'selling' of your personal information.

You have rights under certain US state data protection laws. However, these rights are not absolute, and in certain cases, we may decline your request as permitted by law. These rights include:

Right to obtain a list of the categories of third parties to which we have disclosed personal data (as permitted by applicable law, including California's and Delaware's privacy law)

Right to opt out of the collection of sensitive data and personal data collected through the operation of a voice or facial recognition feature (as permitted by applicable law, including Florida's privacy law)

To exercise these rights, you can contact us by visiting julie@pressurevalve.co.uk, by emailing us at julie@pressurevalve.co.uk, or by referring to the contact details at the bottom of this document.

Right to obtain a list of specific third parties to which we have disclosed personal data (as permitted by applicable law, including Minnesota's and Oregon's privacy law)

Right to review, understand, question, and correct how personal data has been profiled (as permitted by applicable law, including Minnesota's privacy law)

to the appeal, including a written explanation of the reasons for the decisions. If your appeal is denied, you may submit a complaint to your state attorney general.

to make such a request, please submit your request in writing to us by using the contact details provided in the section 'HOW CAN YOU CONTACT US ABOUT THIS NOTICE?'

If you have questions or comments about this notice, you may contact our Data Protection Officer (DPO) by email at julie@pressurevalve.co.uk, or contact us by post at:

posting a notice of such changes or by directly sending you a notification. We encourage you to review this Privacy Notice frequently to be informed of how we are protecting your information.

Device location

personal information. You may review, change, or terminate your account at any time, depending on your country, province, or state of residence.

that are necessary for the administration and use of your account, to respond to service requests, or for other non-marketing purposes.

If you would at any time like to review or change the information in your account or terminate your account, you can:

If you have questions or comments about your privacy rights, you may email us at julie@pressurevalve.co.uk.

10. DO UNITED STATES RESIDENTS HAVE SPECIFIC PRIVACY RIGHTS?

We have collected the following categories of personal information in the past twelve (12) months:

B. Personal information as defined in the California Customer Records statute

C. Protected classification characteristics under state or federal law

Log in to your account settings and update your user account.

9. CONTROLS FOR DO-NOT-TRACK FEATURES

Categories of Personal Information We Collect

investigations, enforce our legal terms and/or comply with applicable legal requirements.

archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

In Short: We aim to protect your personal information through a system of organisational and technical security measures.

If you are located in the EU or UK, this section applies to you.

policies and direct any questions you have to them.

can withdraw your consent at any time.

If you are located in Canada, this section applies to you.

For investigations and fraud detection and prevention

contravention of the laws of Canada or a province

If the collection is solely for journalistic, artistic, or literary purposes

We may need to share your personal information in the following situations:

5. HOW LONG DO WE KEEP YOUR INFORMATION?

6. HOW DO WE KEEP YOUR INFORMATION SAFE?

7. DO WE COLLECT INFORMATION FROM MINORS?

In Short: We do not knowingly collect data from or market to children under 18 years of age.

We will consider and act upon any request in accordance with applicable data protection laws.

If you are located in Switzerland, you may contact the Federal Data Protection and Information Commissioner.

access the Services within a secure environment.

8. WHAT ARE YOUR PRIVACY RIGHTS?

than consent.

Category

A. Identifiers

D. Commercial information

E. Biometric information

G. Geolocation data

J. Education Information

Sensitive personal Information

F. Internet or other similar network activity

H. Audio, electronic, sensory, or similar information

Professional or employment-related information

K. Inferences drawn from collected personal information

Receiving help through our customer support channels;

Category A - As long as the user has an account with us

Category L - As long as the user has an account with us

How We Use and Share Personal Information

Will your information be shared with anyone else?

WE SHARE YOUR PERSONAL INFORMATION?'

Right to access your personal data

similarly significant effects ('profiling')

How to Exercise Your Rights

Request Verification

prevention purposes.

request on your behalf.

Pressurevalve Ltd. **Data Protection Officer**

London N1 7SR

64 Nile Street

England

Hoxton, London N1 7SR

Hoxton

England

International House, 64 Nile Street

Pressurevalve Ltd. International House

personal information, please visit: julie@pressurevalve.co.uk.

Appeals

your behalf in accordance with applicable laws.

California 'Shine The Light' Law

11. DO WE MAKE UPDATES TO THIS NOTICE?

In Short: Yes, we will update this notice as necessary to stay compliant with relevant laws.

12. HOW CAN YOU CONTACT US ABOUT THIS NOTICE?

email at julie@pressurevalve.co.uk, by visiting https://www.pressurevalvecoaching.com, or by post to:

13. HOW CAN YOU REVIEW, UPDATE, OR DELETE THE DATA WE COLLECT FROM YOU?

Right to correct inaccuracies in your personal data

Right to request the deletion of your personal data

Right to non-discrimination for exercising your rights

Right to know whether or not we are processing your personal data

Right to obtain a copy of the personal data you previously shared with us

Depending upon the state where you live, you may also have the following rights:

users, and other consumers.

Your Rights

Sources of Personal Information

Category H - As long as the user has an account with us

Facilitation in the delivery of our Services and to respond to your inquiries.

We will use and retain the collected personal information as needed to provide the Services or for:

Learn more about the sources of personal information we collect in 'WHAT INFORMATION DO WE COLLECT?'

Learn more about how we use your personal information in the section, 'HOW DO WE PROCESS YOUR INFORMATION?'

Right to access the categories of personal data being processed (as permitted by applicable law, including Minnesota's privacy law)

Right to limit use and disclosure of sensitive personal data (as permitted by applicable law, including California's privacy law)

Participation in customer surveys or contests; and

Account Information

If the information is publicly available and is specified by the regulations

For business transactions provided certain conditions are met

For identifying injured, ill, or deceased persons and communicating with next of kin

disclose your information as evidence in litigation in which we are involved.

information: