Privacy Statement Grow Motion

This is an English translation of the Dutch "Privacyverklaring Grow Motion". If there is any difference between this translation and the Dutch text, the Dutch text prevails.

When you contact me, visit my website or work with me, you share personal data with me. I handle it with care and comply with privacy law (the GDPR). This statement explains which data I process, for what purposes, how long I keep it and what rights you have.

The controller responsible for processing is:

Erik Schepers, trading as Grow Motion Bereklauw 3, 7577 ET Oldenzaal, the Netherlands Chamber of Commerce (KvK) number: 95550097 Email: info@grow-motion.nl

Why do I process your data?

1. To answer your questions and get to know you If you send me a message, or we have an introductory or sales conversation, I keep your name, email address, phone number, your message and notes of our conversation. I only make a transcript of such a conversation with your consent. *Legal basis: legitimate interest, or steps taken at your request before entering into an agreement.*

2. To approach potential clients I sometimes approach professionals who fit my target group, based on their public LinkedIn profile. I then keep your name, job title, employer and the contact details you have made public yourself. *Legal basis: legitimate interest, namely acquiring business clients. You can object to this at any time. I will then stop.*

3. To prepare a quotation and invoices For this I keep your name, address, email address, phone number and, where applicable, your company name, Chamber of Commerce number and VAT number. *Legal basis: performance of the agreement and the statutory retention obligation.*

4. To deliver the coaching or assessment For this I use your contact details, our appointments, notes and transcripts of the sessions, work materials we share, messages between sessions and, for an assessment, your answers to the questionnaire. If your employer requests the programme, I sometimes receive your contact details from them. I only make video or audio recordings with your consent. *Legal basis: performance of the agreement.*

In coaching conversations your health sometimes comes up, for example stress or burnout. This is special category personal data. I only record it if it is necessary for the coaching and with your explicit consent.

If your employer pays for the programme, they only hear about your general progress from me. I only share what you say in the sessions, or an assessment report, with your consent.

5. To send you my newsletter and offer the Where It Went app For the newsletter I keep your name and email address. For Where It Went I also keep your account, encrypted password and the time records you enter. *Legal basis: consent (newsletter) and performance of the agreement (the app).*

6. To publish your testimonial If you give me a testimonial, I publish it on my website or LinkedIn with your consent. Your name, job title and photo only if you choose to include them. *Legal basis: consent.*

7. To improve my website Google Analytics shows me how visitors use my website. These cookies are only placed after you have given your consent. You can read more in my cookie policy. *Legal basis: consent.*

I need your contact details for a programme and for invoicing. Everything else is voluntary.

How long do I keep your data?

- **Invoices and quotations:** 7 years (statutory retention obligation).
- **Coaching notes and summaries:** 5 years after the programme ends. After that they are anonymised.
- **Transcripts:** 12 months. **Recordings:** until the summary has been made.
- **Messages between sessions and shared work materials:** 12 months after the programme ends.
- **Notes of introductory and sales conversations:** 12 months, unless you become a client.
- **Other contact, appointment and assessment data:** 24 months after the last contact or after completion.
- **Newsletter, Where It Went and testimonials:** until you unsubscribe, delete your account or withdraw your consent.
- **Website statistics:** 14 months.

You can always ask me to delete your data sooner, unless I am required by law to keep it.

Who do I share your data with?

I never sell your data. I do work with service providers that process data on my behalf:

- accounting and invoicing (MoneyMonk and my accountant)
- email, calendar and video calls (Microsoft 365 and Teams)
- scheduling appointments (TidyCal)
- contact between sessions (WhatsApp)
- sharing work materials (Google Drive)
- questionnaires for assessments (Formflow)
- encrypted storage of notes (Obsidian Sync)
- summarising pseudonymised notes (Claude by Anthropic)
- my client relationship system and Where It Went (Google Cloud, servers in the EU)
- newsletter (Brevo)

- website and statistics (WebOke and Google Analytics)

Meta (WhatsApp), TidyCal, Google (Drive and Analytics) and Anthropic also process data in the United States. I share no more through these services than necessary. Notes I have summarised do not contain names. You can ask me which safeguards apply to each service provider.

Otherwise, I only share data with your employer within the arrangements described above, or when required by law.

How do I protect your data?

I store notes pseudonymised, under a client number, on an encrypted laptop and with end-to-end encrypted synchronisation. Only I have access to what is discussed in the coaching. If you think something is going wrong with your data, please email me at info@grow-motion.nl.

Your rights

You can access your data, have it corrected or deleted, have its processing restricted and have your data transferred. You can object to the processing and withdraw any consent you have given at any time. Send your request to info@grow-motion.nl. I will respond within one month. I will only ask for additional information if I need to verify that the request comes from you.

If you are not satisfied with how I handle your data, you can file a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens). I would appreciate hearing from you first.

Changes

I update this statement when my way of working or the law changes. The current version is available at www.grow-motion.nl.

Version 1.1, September 2026