

Privacy and Cookies Policy

Last updated: October 2025

Your Business: Upgraded (“the Company”, “we”, “us”, or “our”) is operated by Lizi Jackson trading as Your Business: Upgraded.

We are committed to protecting your personal data and respecting your privacy. This Privacy and Cookies Policy explains how we collect, use, and safeguard the information you provide when using our website www.yourbusinessupgraded.com (“the Site”).

By using the Site, you agree to the terms of this policy.

1. Who we are

Data Controller: Lizi Jackson trading as Your Business: Upgraded

Address: Unit 40600, PO Box 6945, London, W1A 6US

Email: team@yourbusinessupgraded.com

2. Data we collect

We may collect and process the following types of personal data:

- Name, email address, phone number, postal address
- Business and billing details (where applicable)
- Information you provide when booking or purchasing services
- Information shared voluntarily in forms or surveys
- Technical information such as IP address, browser type, device data and usage analytics (via cookies)
- Any sensitive or health-related data shared voluntarily during 1:1 sessions, used only to provide agreed services

3. How we use your information

We use your information to:

- Provide and manage our products and services
- Respond to enquiries and client communication
- Process payments and manage bookings
- Improve the Site and user experience
- Send relevant updates, resources, and marketing communications (you may unsubscribe at any time)
- Comply with legal obligations and maintain business records

4. Sharing and disclosure

We only share your information with trusted third parties where necessary to deliver our services.

These include website hosting, analytics, and payment processors (such as Wix Payments or Stripe, including via Jotform).

We do not sell or rent your personal data to anyone.

Third parties are required to keep your information secure and only use it for agreed purposes.

5. Payment processing

When you make payments through the Site, payment details are handled securely by third-party processors such as Wix Payments or Stripe.

We do not store or have access to your full payment card details. These processors comply with PCI-DSS standards to ensure safe handling of financial data.

6. Cookies and analytics

Our Site uses cookies—small text files stored on your device—to help us improve your browsing experience.

We use essential cookies to make the Site work and optional analytics cookies (via Google Analytics) to understand how visitors use the Site.

By continuing to use the Site, you consent to our use of cookies. You can adjust your cookie settings in your browser at any time.

7. Data retention

We keep personal data only for as long as necessary to fulfil the purposes outlined in this policy, including to comply with legal, accounting, or reporting requirements. Client data may be retained for up to seven years after services end.

8. Your rights

You have the right to:

- Access a copy of the personal data we hold about you
- Request correction or deletion of your data
- Withdraw consent to marketing at any time
- Request data portability in a structured, commonly used format

To exercise any of these rights, contact us at team@yourbusinessupgraded.com.

9. Security

We use appropriate technical and organisational measures to protect your personal data from unauthorised access, loss, misuse, or alteration.

While we take every reasonable step to keep your data secure, no online system can guarantee complete security.

10. Links to other websites

Our Site may contain links to third-party websites. We are not responsible for the content or privacy practices of those sites.

We recommend reviewing the privacy policy of any external site you visit.

11. Children's privacy

Our Site is not directed at individuals under 16 years old.

If you believe a child has provided us with personal information without parental consent, please contact us and we will delete it.

12. Changes to this policy

We may update this Privacy and Cookies Policy from time to time. Any changes will be posted on this page with the updated date.

We encourage you to review this page periodically to stay informed.

13. Contact us

If you have any questions about this policy or how your data is handled, please contact:

Email: team@yourbusinessupgraded.com

Address: Unit 40600, PO Box 6945, London, W1A 6US