

# Privacy Policy & Terms of Use

## Privacy Policy

Effective date: 01 August 2025

This Privacy Policy sets out how 9KM BY 9AM Coaching (a trading name of The Purple Tangerine Limited, registered in the UK) collects, stores, and uses personal data when you use the First Class Coach AI tool or visit [www.9kmby9am.com](http://www.9kmby9am.com).

### 1. Who we are

9KM BY 9AM Coaching is a UK-based coaching business led by Nigel Jones. The First Class Coach tool is powered by OpenAI and based on Nigel's coaching methods. This tool is provided by The Purple Tangerine Limited.

### 2. What data we collect

We may collect:

- Your email address or name, if voluntarily submitted via a form or interaction.
- Anonymised interaction data (e.g. tool usage patterns) to improve performance.

We do not collect sensitive personal data (e.g., health or financial information) through this tool.

### 3. Lawful basis for data processing

We rely on the following lawful bases under UK GDPR:

- Consent - when you provide your email or agree to receive communications.
- Legitimate interest - to operate and improve the AI tool using non-identifiable usage data.

### 4. How we use your data

## Privacy Policy & Terms of Use

- To personalise and improve the AI experience (anonymously)
- To send updates, resources, or coaching offers if you opt in
- To respond to inquiries or feedback

We never sell or share your personal data with third parties for marketing.

### 5. How long we keep your data

- Email/contact details: stored for up to 12 months or until you unsubscribe.
- Anonymised interaction data: may be stored indefinitely for analytical purposes.

You can withdraw consent at any time by contacting [nigel@9kmby9am.com](mailto:nigel@9kmby9am.com).

### 6. Your rights under UK GDPR

You have the right to:

- Access the data we hold on you
- Request correction or deletion
- Withdraw consent
- Lodge a complaint with the Information Commissioner's Office (ICO)

To exercise these rights, contact [nigel@9kmby9am.com](mailto:nigel@9kmby9am.com).

### 7. Cookies & third-party tools

We may use cookies for basic website functionality and performance tracking.

Third-party tools may include:

- OpenAI (for AI interaction)
- Google Analytics (for web performance)
- Email platforms (e.g., Mailchimp)

These services are contractually required to comply with GDPR.

# Privacy Policy & Terms of Use

## Terms of Use

Effective date: 01 August 2025

By using the First Class Coach AI assistant on [www.9kmby9am.com](http://www.9kmby9am.com), you agree to the following Terms of Use.

### 1. Purpose and limitations

First Class Coach is an AI tool designed for self-reflection and habit support. It is not a substitute for:

- Medical or psychological diagnosis
- Therapy
- Personalised coaching

The Purple Tangerine Limited accepts no responsibility for outcomes based on the use of this tool.

### 2. Use at your own risk

You are solely responsible for any actions or decisions you make based on interactions with the tool. By using it, you release The Purple Tangerine Limited and Nigel Jones from any liability related to its use.

Disclaimer: To the fullest extent permitted by law, The Purple Tangerine Limited disclaims all liability for loss, damage, or harm arising from use of this tool.

### 3. Age restrictions

This tool is intended for users aged 18 or over. By using it, you confirm you meet this requirement.

### 4. Intellectual property

All content, branding, and systems within the First Class Coach experience are the intellectual property of

## Privacy Policy & Terms of Use

The Purple Tangerine Limited. You may not copy, reproduce, distribute, or repurpose this material without written permission.

### 5. Acceptable use

You agree not to:

- Use the tool for any unlawful, abusive, or harmful purpose
- Attempt to reverse-engineer or manipulate the AI
- Impersonate a human coach using the tool's responses

### 6. Availability and changes

We do not guarantee uninterrupted access to the tool and reserve the right to suspend, alter, or withdraw the service at any time.

### 7. Governing law and jurisdiction

These Terms are governed by the laws of England and Wales. Any disputes will be subject to the exclusive jurisdiction of the courts of England and Wales.

### Contact

For any questions about this policy or to exercise your data rights:

[nigel@9kmby9am.com](mailto:nigel@9kmby9am.com)

[www.9kmby9am.com](http://www.9kmby9am.com)

Registered business: The Purple Tangerine Limited, UK