

What You Can Tell Your Clients

When a client or sponsor asks how their data is handled, this is your reference. Use it to prepare for conversations, share with sponsors, or include in your onboarding materials.

Six things you can confidently say

1. Stored in Europe

Your transcripts are stored on servers in the EU. Where data processing involves partners outside EU/EEA/UK, we use approved data transfer mechanisms under GDPR, such as Standard Contractual Clauses or EU-US Data Privacy Framework.

2. You approve everything

The AI generates drafts: reflections, nudges, resources. You review every single one. You can edit, approve, or skip. Your client only receives what you have approved.

3. Your content, your ownership

Your materials, session recordings, summaries, and nudges submitted through the CoachNova platform belong to you (see Coach Terms of Service). You can export everything from your dashboard. If you leave CoachNova, your content leaves with you.

4. Your data stays private

Your session content stays private to your practice. We do not store audio recordings. We work with transcripts only.

5. Built-in consent

When your client accepts the Terms of Access, they give consent via a tick box. For the first session, you can explain the recording process and ask for oral consent. No additional paperwork needed.

How to introduce CoachNova to a client

Here are phrases you can use in different situations. Adapt them to your own voice.

When explaining the tool for the first time:

"I use a tool called CoachNova that helps me support you between our sessions. It sends you personalised reflections and resources based on what we discuss. I review and approve everything before you see it. Nothing is automated."

When a client asks about data:

"Your session data is stored on servers in Europe. I have full control over what gets recorded and what you receive. You can request access, rectification, exporting, and deletion of your data at any time. No audio recordings are stored. You can also view the Privacy Policy on coachnova.ai."

When a sponsor asks about compliance:

"CoachNova is GDPR-compliant. Session data is stored in the EU with approved transfer safeguards where needed. I can share their sub-processor list, Privacy Policy, and Data Processing Agreement if you need them for your compliance review."

When a client asks about AI:

"The AI helps me surface themes and create reflections from our sessions, but I review everything before it reaches you. Think of it as my preparation tool. It helps me and you be more present and consistent between our conversations."

What your clients need to know

If your client asks directly, here are the key points:

- **Everything goes through your coach.** Every message, reflection, and resource has been reviewed and approved by your coach before you see it.
- **Only what your sessions include.** Key themes, commitments, and messages from your coach. Nothing extra is collected.
- **Your data rights.** You can request access, rectification, exporting, and deletion of your data. Please contact your coach if you have any questions about your personal data.
- **Your data is protected.** Stored in Europe with GDPR safeguards throughout.

Sponsor conversation checklist

Before or during a conversation with a corporate sponsor about data handling:

- Confirm session data is stored in the EU (AWS Frankfurt)
- Mention GDPR-approved transfer safeguards are in place for all processing partners
- Offer to share the sub-processor list (available on the CoachNova website)
- Offer to share the Data Processing Agreement and Privacy Policy if needed for procurement
- Explain that you review and approve all AI-generated content before delivery
- Clarify that no audio recordings are stored
- Confirm the coachee can request access, rectification, exporting, and deletion of their data
- Note that CoachNova Ltd. is registered in Ireland

Need the full legal documents? Sub-processor list, DPA, Privacy Policy, and Terms of Service are all available at coachnova.ai or from your dashboard.