

Lead From The Front™ Privacy Policy

Who we are

This policy explains how Lead From The Front™ collects and uses your personal information when you visit our website, take The Complete Leader's Audit™ or join our email list.

Lead From The Front™ is the trading name of Isaac Lewis. We are the data controller for your information.

Questions or requests about your data: email isaac@isaacjlewis.com.

What we collect

- **Contact details:** your name, email address and phone number, from the audit or our waitlist form.
- **Instagram handle,** if you choose to give it.
- **Your audit answers and results:** your answers to The Complete Leader's Audit™, including questions about your health, fitness and leadership, your scores and your result.
- **Your preferences:** which programme you're interested in, whether you would like support, and whether you have agreed to a call or message from Isaac.
- **Email activity:** whether you open or click our emails.
- **Website data:** basic technical information such as cookies and pages visited. You can control cookies through your browser settings.

How we use it

What we do	Why we're allowed to
Send your audit results, results page and PDF, or reply to your waitlist enquiry	You asked for them when you submitted the form
Send follow-up emails with tips, resources and ways to work with us	Your consent, given when you submit the form. Unsubscribe any time using the link in every email
Call or message you (phone, text, WhatsApp)	Only if you ticked the box agreeing to this. You can withdraw at any time

What we do	Why we're allowed to
Improve the audit and our emails	Our legitimate interest in running and improving the business

We never sell your information.

Who we share it with

We only share your information with the trusted tools we use to run the business. They process it on our behalf and under our instructions:

- **ScoreApp:** runs The Complete Leader's Audit™
- **Mailchimp:** sends our emails
- **Calendly:** books calls
- **Our website host:** runs our website

Some of these tools store data outside the UK, for example in the US. Where they do, they use approved safeguards such as the UK International Data Transfer Addendum or the UK-US Data Bridge.

We may also share information if the law requires it.

How long we keep it

- **Email list and audit data:** until you unsubscribe or ask us to delete it. We also regularly remove people who haven't opened our emails in a long time.
- **If you unsubscribe:** we keep your email address on a suppression list, so we don't email you again by mistake.

Your rights

Under UK data protection law, you can ask us to:

- Give you a copy of the information we hold about you
- Correct anything that's wrong
- Delete your information
- Stop or limit how we use it, including stopping all marketing
- Send your information to you or another provider
- Withdraw your consent at any time

To do any of these, email isaac@isaacjlewis.com. We'll reply within one month.

If you're unhappy with how we've handled your data, please tell us first so we can put it right. You can also complain to the Information Commissioner's Office at ico.org.uk or on 0303 123 1113.

We may update this policy from time to time. The latest version will always be on our website.

Last updated: 29 September 2026