



Guideline for agreement with client-in-coaching to use Wundamental session AI analysis for their benefit.

To ensure transparency, consent, and trust while using Wundamental to enhance the coaching results of your clients, always ask consent to record and analyse sessions with you and your clients for growth insights. Here are some tips and a written consent communication template to help you do it with ease.

For Coaches with New Clients

1. Incorporating AI Analysis into the Coaching Agreement: When drafting the initial coaching agreement or contract, include a section dedicated to the use of AI analysis (*see example below*). Describe its purpose, benefits, and how it will be used to enhance the coaching process. Detail the procedures for recording, analyzing, and storing sessions, emphasizing the security measures and confidentiality protocols in place to protect their privacy.

2. Transparent Onboarding Process: During the new client onboarding session, openly discuss the role of AI analysis in your coaching approach. Explain how it contributes to a more personalized and effective coaching experience by providing deeper insights into their challenges and progress. Encourage questions and address any concerns they may have.



For Coaches with Existing Clients

1. Introduction of Enhanced Coaching Experience: Send a personal message to your clients-in-coaching or introduce the concept of incorporating AI analysis into your coaching sessions in your next session at the beginning of the session when mutual agreements are made about the flow of the session. Explain how this will deepen insights and helps to identify patterns that might not be evident in real-time conversations. That will increase the coachee's value to be gained from your time together.

2. Seeking Informed Consent: Clearly explain the process, including how audio recordings will be used, stored, and protected. Assure them of the confidentiality and security measures in place to safeguard their personal information. Provide a consent form (*see example below*) that outlines the use of AI analysis, what it entails, and how their data will be handled. Make it clear that their participation is voluntary and that they have the right to opt out at any time without affecting their future coaching experience with you.

General Tips for Both Scenarios:

- **Emphasize Confidentiality and Security:** Reassure clients about the stringent measures you and Wundamental.ai take to protect their data.
- **Highlight the Value:** Clearly articulate how AI analysis will add value to their coaching experience.
- **Offer Examples:** Where possible, provide anonymized examples of how AI analysis has led to breakthroughs or significant progress for other clients.
- **Maintain an Open Dialogue:** Encourage clients to share their feelings and thoughts about the use of AI in their sessions, fostering an environment of trust and openness.

Incorporating these recommendations into your communication strategy can help you introduce AI analysis in a way that respects and enhances the coach-client relationship, ensuring both existing and new clients understand the benefits and consent to the process.



How Wundamental ensures the privacy of your clients' data:

Data Usage: Session recordings will be used primarily for the purpose of generating session insights.

Data Access: The session insights will be sent to the coachee via their chosen e-mail address and the coachee can at any time request deletion of their data, by asking coach directly to delete all their session data at any point during or after their coaching relationship. Coach is responsible for completing the ask by deleting all the data related to the coachee on Wundamental platform and their own databases where the session recordings and insight reports have been stored.

Third-Party Access: No unauthorized third-party service providers will have access to the session recordings uploaded.

Legal Compliance: The coach and wundamental.ai will comply with all applicable laws and regulations regarding data protection and privacy.

Below is a template for a universal consent form designed for coaches to obtain agreement from their clients for recording sessions, anonymizing recordings, and using them for AI analysis. This template is meant to be adapted based on specific legal requirements and the particulars of your coaching practice.



Consent Form for Recording and AI Analysis of Coaching Sessions

[Coach/Coaching Organization Name]

[Address]

[Contact Information]

[Date]

Dear [Client's Name],

As part of our commitment to providing you with the highest quality coaching experience, we are continuously seeking innovative ways to enhance our services. To this purpose, we are introducing an advanced feature that involves deep analysis of the coaching sessions. The purpose of this initiative is to deepen your insights from the coaching session, resulting in more transformative results for you. It also allows us to tailor our support to your specific needs, and ultimately contribute to your personal and professional growth in the most advanced way possible.

It entails, on your consent, recording of our future coaching sessions, anonymization of these recordings, and subsequent analysis using Artificial Intelligence (AI) technologies in partnership with wundamental.ai.

1. Purpose of Recording and AI Analysis:

The recordings of our sessions will be used to:

- Analyze communication patterns, language, and emotional cues.
- Generate insights that will help you to gain deeper insight into your challenges and opportunities at hand.

2. Anonymization and Data Protection:

- All recordings will be anonymized, removing any personal identifiers before analysis.



- We adhere to strict data protection policies to ensure the confidentiality and security of your information.

3. Consent for Recording and Analysis:

By signing this consent form, you authorize [Coach/Coaching Organization Name] to record coaching sessions, anonymize these recordings with Wundamental.ai platform, and perform AI analysis for the purposes outlined above. You understand that:

- Your participation is entirely voluntary.
- You have the right to withdraw your consent at any time without affecting your future coaching experience.
- All recordings will be stored securely, and access will be strictly limited to your coach only.

4. Withdrawal of Consent:

You may withdraw your consent at any time by providing written notice to [Coach/Coaching Organization Name]. Upon receipt of such notice, no further recordings will be made, and any existing recordings will not be used for AI analysis. You may request the deletion of all your data from our or/and Wundamental.ai databases. Upon receipt of such notice, all your personal data will be deleted, without the possibility to retrieve it in the future.

5. Benefits to You:

The use of AI analysis is intended to enhance the effectiveness of our coaching services by providing deeper insights and a more personalized coaching strategy tailored to your unique journey. Helping you to reach your goals faster and use your potential to the fullest.

6. Questions/Concerns:

If you have any questions or concerns about the recording process, data protection practices, or your rights, please do not hesitate to contact us at [Contact Information].



Client Acknowledgement and Consent:

I, [Client's Full Name], have read and understood the above information regarding the recording, anonymization, and AI analysis of coaching sessions conducted by [Coach/Coaching Organization Name] in collaboration with Wundamental.ai platform. I have had the opportunity to ask questions and have them answered to my satisfaction. I hereby give my informed consent to participate in this initiative under the terms described above.

Client's Signature: _____ Date:

Coach's Signature: _____ Date:

Please ensure you review this template with legal counsel to align it with local laws and regulations, especially concerning data protection and privacy.