

FIT & FOOD

Privacy Policy

Fit & Food Ltd

Website: www.fitandfood.co.uk

Last Updated: [15 Jun 2026]

1. Introduction

Fit & Food Ltd ("we", "our", "us") is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, store, and protect your personal data when you visit our website, purchase our services, attend coaching sessions, subscribe to our communications, or otherwise interact with us.

We process personal data in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and other applicable privacy laws.

2. Who We Are

Data Controller: Fit & Food Ltd

Registered Address: 55 Princes Gate Exhibition Rd, London SW7 2PN

Operating Addresses:

Fit & Food Arch, 197 Prebend Gardens, W6 0XT

Fit & Food Studio, 320 Goldhawk Road, W6 0XF

Email: hello@fitandfood.co.uk

Telephone: 07782010182

If you have any questions regarding this Privacy Policy or how we handle your personal data, please contact us using the details above.

3. Information We Collect

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

Identity Information

- Full name
- Date of birth
- Gender (where relevant)

Contact Information

- Email address
- Telephone number
- Postal address

Health and Lifestyle Information

Where necessary to provide coaching, fitness, nutrition, or wellbeing services, we may collect:

- Medical conditions
- Injury history
- Physical activity levels
- Body measurements
- Dietary information
- Lifestyle and wellness information

This information is considered special category data and will only be processed with your explicit consent or where otherwise permitted by law.

Payment Information

Payments are processed securely by third-party payment providers. We do not store full payment card details.

Website Usage Information

We may automatically collect:

- IP address
- Browser type
- Device information

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- Pages visited
- Time spent on our website
- Referring websites

Marketing Preferences

Records of your communication and marketing preferences.

4. How We Collect Your Information

We collect information when you:

- Complete forms on our website
- Contact us by email, phone, or social media
- Book consultations or coaching sessions
- Purchase products or services
- Subscribe to newsletters
- Participate in surveys or promotions
- Use our website through cookies and analytics technologies

5. How We Use Your Information

We use your personal data to:

- Deliver coaching, fitness, nutrition, and wellbeing services
- Manage bookings and appointments
- Process payments
- Respond to enquiries
- Provide customer support
- Send service-related communications
- Improve our website and services
- Comply with legal obligations
- Send marketing communications where you have consented

6. Legal Bases for Processing

We process personal data under the following lawful bases:

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Contractual Necessity

To provide services you have requested.

Legitimate Interests

To operate and improve our business, website, and services.

Legal Obligations

To comply with tax, accounting, and regulatory requirements.

Consent

For marketing communications and processing special category health information where required.

You may withdraw consent at any time by contacting us.

7. Marketing Communications

We may send you information about our services, offers, events, and updates where you have consented to receive such communications or where permitted by law.

You can unsubscribe at any time by:

- Clicking the unsubscribe link in emails
- Contacting us directly

8. Sharing Your Information

We do not sell your personal information.

We may share personal data with:

- Payment processors
- Website hosting providers
- Email marketing providers
- Customer relationship management systems
- Professional advisers (accountants, legal advisers)

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- Regulatory authorities where required by law

All third parties are required to keep your information secure and process it lawfully.

9. International Transfers

Where personal data is transferred outside the UK, we ensure appropriate safeguards are in place, including approved contractual clauses or transfers to countries deemed to provide adequate protection.

10. Data Retention

We retain personal information only for as long as necessary to fulfil the purposes for which it was collected, including satisfying legal, accounting, and regulatory requirements.

When information is no longer required, it will be securely deleted or anonymised.

11. Data Security

We implement appropriate technical and organisational measures to protect your personal data from:

- Unauthorised access
- Loss
- Misuse
- Alteration
- Disclosure

While we take reasonable steps to protect your information, no online transmission can be guaranteed to be completely secure.

12. Your Rights

Under UK data protection law, you have the right to:

- Access your personal data
- Correct inaccurate information
- Request deletion of your data

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- Restrict processing
- Object to processing
- Request data portability
- Withdraw consent where applicable

To exercise your rights, please contact us using the details provided above.

You also have the right to lodge a complaint with the UK Information Commissioner's Office (ICO):

<https://ico.org.uk>

13. Cookies

Our website uses cookies and similar technologies to improve user experience and analyse website performance.

Cookies may be used to:

- Remember user preferences
- Understand website traffic
- Improve website functionality
- Support marketing activities

You can control cookies through your browser settings.

For more information, please see our Cookie Policy.

14. Third-Party Websites

Our website may contain links to external websites. We are not responsible for the privacy practices of those websites and encourage users to review their privacy policies.

15. Children's Privacy

Our services (with the exception of 'Hyrox Youngstars' Class) are not intended for children under the age of 16 without parental or guardian consent. We do not knowingly collect personal data from children without appropriate consent.

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16. Changes to This Privacy Policy

We may update this Privacy Policy from time to time.

Any changes will be posted on this page with an updated revision date. Continued use of our website after changes are published constitutes acceptance of the revised policy.

17. Contact Us

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