

# PRIVACY POLICY

**Last Updated:** 12/06/2026

## 1. Introduction

Little Lion Yoga Co ("we", "us", "our") is committed to protecting your privacy and handling your personal information in a transparent and secure manner.

This Privacy Policy explains how we collect, use, store, and protect your personal information when you visit [www.littlelionyoga.com](http://www.littlelionyoga.com), book classes, attend events, purchase products or services, or otherwise interact with us.

## 2. Data Controller

The data controller responsible for your personal information is:

**Little Lion Yoga**

Email: [hello@littlelionyoga.com](mailto:hello@littlelionyoga.com)

## 3. Information We Collect

We may collect the following personal information:

### Information You Provide

- Name
- Email address
- Telephone number
- Postal address
- Emergency contact details
- Health information voluntarily provided that may be relevant to your participation in yoga activities
- Booking and attendance information

### Payment Information

Payments are processed securely by Stripe. We do not store your full payment card details. Payment information is collected and processed by Stripe in accordance with their privacy practices.

## **Website Information**

When you visit our website, we may automatically collect:

- IP address
- Browser type
- Device information
- Website usage data
- Cookies and similar technologies

## **4. How We Use Your Information**

We use your information to:

- Process bookings and payments
- Provide yoga classes, workshops, and events
- Manage memberships and class packages
- Communicate with you about bookings and services
- Respond to enquiries
- Improve our website and services
- Meet legal and regulatory obligations
- Protect the safety and wellbeing of participants

## **5. Legal Basis for Processing**

Under UK GDPR, we rely on the following legal bases:

### **Contract**

To fulfil bookings, memberships, and services you request.

### **Legitimate Interests**

To manage and improve our business, customer relationships, and website.

### **Consent**

Where you have consented to receive marketing communications or provide optional information.

### **Legal Obligation**

Where we must process information to comply with legal requirements.

## **6. Health Information**

Any health information you voluntarily provide will only be used to help us provide a safe and appropriate yoga experience.

Such information will be treated confidentially and only accessed where necessary.

## **7. Marketing Communications**

We may send newsletters, updates, promotions, and information about upcoming classes or events if:

- You have opted in to receive marketing communications; or
- We are permitted to do so under applicable law.

You can unsubscribe at any time by clicking the unsubscribe link in our emails or contacting us directly.

## **8. Sharing Your Information**

We may share your information with trusted service providers who assist us in operating our business, including:

- Stripe (payment processing)
- Website hosting providers
- Booking and scheduling software providers
- Email marketing providers
- Professional advisers where necessary

We do not sell your personal information to third parties.

## **9. Data Security**

We implement reasonable technical and organisational measures to protect your information from unauthorised access, disclosure, alteration, or loss.

However, no method of internet transmission or electronic storage can be guaranteed completely secure.

## **10. Data Retention**

We retain personal information only for as long as necessary to:

- Provide services
- Meet legal and accounting obligations
- Resolve disputes
- Enforce agreements

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

## **11. Your Rights**

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

- Access your personal information
- Correct inaccurate information
- Request deletion of your information
- Restrict processing
- Object to processing
- Request transfer of your information
- Withdraw consent where consent is relied upon

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

## **12. Cookies**

Our website may use cookies and similar technologies to improve user experience, analyse website traffic, and support website functionality.

You can manage cookie preferences through your browser settings.

For more information, please see our [Cookie Policy](#).

## **13. Third-Party Services**

Our website may contain links to third-party websites or services. We are not responsible for the privacy practices of those third parties.

We encourage you to review their privacy policies before providing personal information.

## **14. Complaints**

If you have concerns about how we handle your personal information, please contact us first.

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

## **15. Changes to This Policy**

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

Your continued use of our services following any update constitutes acceptance of the revised policy.

## **16. Contact Us**

If you have any questions about this Privacy Policy or how we process personal information, please contact:

Little Lion Yoga Co.

Email: [hello@littlelionyoga.com](mailto:hello@littlelionyoga.com)