

Privacy Policy – Mum & Baby Pilates & Strength Classes

MESH Movement

Last updated: 23.8.26

I respect your privacy and am committed to protecting the personal information you share with me. This privacy policy explains what information I collect, why I collect it, how it is stored and protected, and your rights over your information.

1. Information I collect

When you book or attend my Mum & Baby Pilates & Strength classes, I may collect:

- Your name and contact details, such as email address and telephone number.
- Your baby's first name and relevant information needed to run the class safely.
- Booking and payment information, including the classes or blocks you have booked.
- Relevant health, fitness and postpartum information that you choose or are required to provide so that exercises can be appropriately adapted and delivered safely.
- Emergency contact details, where requested.
- Any feedback, messages or other information you voluntarily provide.
- Your preferences regarding photographs, videos and marketing communications.

I will only collect information that is reasonably necessary for providing and managing the classes.

2. How I collect and use your information

I may collect your information when you:

- Contact me by WhatsApp, email, telephone or social media.
- Complete a booking, registration or health questionnaire.
- Attend one of my classes.
- Make a payment or purchase a class/block.
- Complete a feedback form or otherwise communicate with me.

I use your information to:

- Process and manage your bookings and payments.
- Contact you about your classes, including changes, cancellations or important updates.
- Understand your health and exercise needs and make appropriate adaptations where necessary.
- Maintain appropriate health and safety records.
- Respond to enquiries and provide customer support.
- Improve and develop my classes based on feedback.
- Send you marketing communications **only where I have a lawful basis to do so and, where required, your consent.**
- Meet any legal, insurance or regulatory requirements.

I will not sell or rent your personal information to third parties.

3. Who has access to your information

Your information will generally only be accessed by me and, where necessary, trusted service providers who help me run my business, such as booking, payment, email or administration providers.

Where third-party providers process information on my behalf, I will take reasonable steps to ensure that your information is handled securely and appropriately.

I may also disclose information where I am legally required to do so, or where it is necessary to protect someone's safety.

4. How I protect your information

I take reasonable steps to keep your personal information secure and protected against unauthorised access, loss, misuse or disclosure. This may include password-protected devices and accounts, appropriate access controls and using reputable services for storing and processing information.

However, no method of storing or transmitting information electronically can be guaranteed to be completely secure.

5. How long I keep your information

I will only retain your personal information for as long as reasonably necessary for the purposes for which it was collected, including any legal, accounting, insurance or record-keeping requirements.

Health and safety information may need to be retained for longer than basic contact information where this is necessary for legal or insurance purposes.

When information is no longer required, I will take reasonable steps to securely delete or anonymise it.

6. Accessing and updating your information

You have the right to ask what personal information I hold about you and to request that inaccurate or incomplete information is corrected.

If you would like to access, update or correct your information, please contact me at:

Email: contact@meshmovement.co.uk

Name/business: Emily, MESH Movement

I will respond to requests within the timeframe required by applicable data protection law. In some circumstances, I may need to verify your identity before providing or changing information.

7. Marketing communications

If you have agreed to receive marketing communications from me, I may contact you about future Mum & Baby Pilates & Strength classes, new blocks, events, offers or related services.

You can **opt out at any time** by:

- Clicking the unsubscribe link where one is provided;
- Replying “**unsubscribe**” to a marketing message; or
- Contacting me at **[insert email address]** and asking to be removed from my marketing list.

Opting out of marketing will **not** stop essential communications relating to classes you have booked, such as changes to class times, cancellations, venue information or other important booking information.

8. Your data protection rights

Depending on the circumstances, you may have rights under UK data protection law to:

- Request access to the personal information I hold about you.
- Ask me to correct inaccurate information.
- Request deletion of your information where there is no good reason for me to continue holding it.
- Ask me to restrict how I use your information in certain circumstances.
- Object to certain uses of your information, including direct marketing.
- Withdraw consent where I am relying on your consent to process your information.

If you have concerns about how I handle your personal information, please contact me in the first instance at contact@meshmovement.co.uk. You also have the right to complain to the **Information Commissioner's Office (ICO)** if you believe your data has not been handled appropriately.

Contact:

Emily McMahon, MESH Movement

contact@meshmovement.co.uk.