

Privacy Policy

WHAT IS THIS PRIVACY POLICY FOR?

This privacy policy is for the website <https://www.restorepilateshertfordshire>, the business Restore Pilates Hertfordshire and governs the privacy of all who engage with it.

The policy sets out the different areas where user privacy is concerned and outlines the obligations & requirements of the users, the website and website owners. Furthermore the way this website processes, stores and protects user data and information will also be detailed within this policy.

THE WEBSITE

This website and its owner take a proactive approach to user privacy and ensure the necessary steps are taken to protect the privacy of its users throughout their visiting experience. This website complies to laws and requirements for user privacy.

We may change this privacy notice from time to time by updating this page in order to reflect changes in the law and/or our privacy practices. We encourage you to occasionally check this privacy notice for any changes.

PERSONAL INFORMATION WE MAY PROCESS

Personal information that we'll process in connection with all our services, if relevant, includes:

- **Personal and contact details**, such as full name, age, email address, phone number, and health information.
- **Records of your contact with us** such as via phone or email.
- **Services you have purchased from us**, as well as have been interested in and have held and the associated payment methods used.
- **Marketing to you and analysing data**, including history of those communications, whether you open them or click on links, and information about products or services we think you may be interested in, and analysing data to help target offers to you that we think are of interest or relevance to you.

Any information we collect about you will come either from yourself, any person who may have referred you to us, or from our advertising or social media platforms.

HOW WE MAY USE YOUR DATA

We use your personal data, including any of the personal data listed in section 1 above, for the following purposes:

- Assessing an enquiry for a product or service, including considering whether or not to offer you the product or service
- Managing any aspect of the product or service
- To improve the operation of our business
- For management and auditing of our business operations including accounting
- To keep records of our communications with you

- For market research and analysis and developing statistics
- For direct marketing communications and related profiling to help us to offer you relevant products and service, including deciding whether or not to offer you certain products and service. We may send marketing to you by email, phone, social media and digital channels (for example, using Facebook Custom Audiences and Google Custom Match).
- For email marketing communications to provide you with relevant information and offers occasionally.
- To develop new products and services and to review and improve current products and services
- To comply with legal and regulatory obligations, requirements and guidance

LEGAL GROUNDS FOR PROCESSING YOUR INFORMATION

We rely on the following legal bases to use your personal data:

1. Where it is needed to provide you with our products or services, such as:
 - a) Assessing an enquiry for a product or service you hold with us, including considering whether or not to offer you the product or service
 - b) Managing products and services you have purchased from us
 - c) All stages and activities relevant to managing the product or service including enquiry, administration and management of accounts
2. Where it is in our legitimate interests to do so, such as:
 - a) Managing your products and services relating to that and updating your records
 - b) For management and audit of our business operations including accounting
 - c) To keep records of our communications with you
 - d) For market research and analysis and developing statistics
 - e) For direct marketing communications and related profiling to help us to offer you relevant products and services, including deciding whether or not to offer you certain products and service.
 - f) For email marketing communications to provide you with relevant information and offers occasionally.
 - g) Where we need to share your personal information with people or organisations in order to run our business or comply with any legal and/or regulatory obligations
3. To comply with our legal obligations
4. With your consent or explicit consent for some direct marketing communications

SHARING YOUR DATA

No data is shared with any third parties.

STORING YOUR DATA

Information will be stored securely on sites we use such as jotform and Bookwhen, alongside other secure data storage systems which are used to store information.

PROVIDING US WITH YOUR PERSONAL INFORMATION

We're unable to provide you with our products or services if you do not provide certain information to us. In cases where providing some personal information is optional, we'll make this clear.

If you need to update your personal information, please use the details in the Contact section of our website. We'll then update your records if we can.

We may use your phone number, email address and social media or digital channels (for example, Facebook, Google and message facilities in other platforms) to contact you according to your marketing preferences. You can stop our marketing at any time by contacting us using the details below or by following the instructions in the communication.

DATA RETENTION

Unless we explain otherwise to you, we'll hold your personal information based on the following criteria:

- For as long as we have reasonable business needs, such as managing our relationship with you and managing our operations and accounts
- For as long as we provide goods and/or services to you and then for as long as someone could bring a claim against us; and/or
- Retention periods in line with legal and regulatory requirements or guidance.

YOUR RIGHTS UNDER DATA PROTECTION LAW

Here is a list of the rights that all individuals have under data protection laws. They don't apply in all circumstances. If you wish to use any of them, we'll explain at that time if they are engaged or not.

- The right to be informed about the processing of your personal information
- The right to have your personal information corrected if it is inaccurate and to have incomplete personal information completed
- The right to object to processing of your personal information
- The right to restrict processing of your personal information
- The right to have your personal information erased (the "right to be forgotten")
- The right to request access to your personal information and to obtain information about how we process it
- The right to move, copy or transfer your personal information ("data portability")
- Rights in relation to automated decision making which has a legal effect or otherwise significantly affects you
- You have the right to complain to the UK Information Commissioner's Office which enforces data protection laws: <https://ico.org.uk/>. You can contact us using the details below.

You have the right to object to certain purposes for processing, in particular to data processed for direct marketing purposes and to data processed for certain reasons based on our legitimate interests.

Individuals can find out if we hold any personal information by making a 'subject access request' under the GDPR law. If we do hold information about you we will:

- Give you a description of it;
- Tell you why we are holding it;
- Tell you who it could be disclosed to; and
- Let you have a copy of the information in an intelligible form.

You can contact us or make an SAR by going to the Contact section of our website to exercise these rights or contacting Restore Pilates Hertfordshire.

Cookies Policy

COOKIES:

Cookies are small files that hold information; they're placed or 'dropped' on your computer when you access websites or use apps on your device. The data contained in the cookie can be retrieved by the website or app that placed them there. They can also be accessed by websites or apps that have been authorised to use them by the site or app that first dropped them.

Some cookies only exist for a short period of time, and are then automatically deleted by your device. Others last for longer – these are called 'persistent cookies' – and some exist for years unless manually deleted. These can be used to analyse multiple site visits over time, or customise the content that's displayed.

Some cookies are set by the website or app you're visiting; these are called '**first party**' cookies. Others may be set by a **third party** when you use a site or app – for example, by a tool built into the website, or by an advertising network that displays adverts on the site or in the app.

COOKIES WE USE

Squarespace Cookies: needed for things like logging whether you see error messages – so we can make improvements and fix bugs – as well as allowing you to use shopping baskets (which remember your choices as you navigate our site) and make a purchase.

Analytics Cookies: needed to analyse the performance of this website and create reports on website traffic, sources and popular pages etc. This includes Squarespace cookies and Google Analytics cookies.

Advertising Cookies: needed for information about your browsing habits (including details of the websites you've visited), which we use to make sure you receive advertising relevant to you. We (or third parties and advertising networks on our behalf) may use them to show you ads we think you'll be interested in across the internet (including on other sites you visit), based on your interaction with our website, app and your browsing history. This may include Google Adwords, Facebook, Twitter, Instagram, Mailchimp and various other display advertising providers.

COOKIES ON WEBSITES WE LINK TO

We may link to other sites to give you extra information or services. Where these are provided by a third party, you may leave our website by clicking through to theirs. In this case, the cookies policy set out on the third party's website will also apply. As this won't be controlled by us, you should read their policy to find out what information is being collected and how it's used.

IF YOU DON'T WANT COOKIES

If you are not happy, then you should either not use this site, delete our website cookies after visiting the site, or you should browse the site using your browser's anonymous usage setting (called "Incognito" in Chrome, "InPrivate" for Internet Explorer, "Private Browsing" in Firefox and Safari etc.).

To find out more about Cookies, including how to control, opt-out and delete them, go to <http://www.aboutcookies.org> for guidance.