

PRIVACY POLICY

This Privacy Policy (together with our Terms and Conditions and any other documents referred to) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. By visiting this site you agree to be bound by the terms of this Privacy Policy.

1. PERSONAL DATA

We do not collect personal information about you, except when you provide it to us. If you complete any forms on our website or otherwise input or provide information to us by email or telephone you will provide us with certain personal information. This information will include your name and email address and may include other details, such as your home address and payment information (“Personal Information”). When you submit your Personal Information, you will be asked to consent to the processing and transfers of your Personal Information as set forth in this Privacy Policy. However, it is important to note that we must take some Personal Information about you in order to process the purchase of any products or services which you may wish to buy via the website in accordance with the website Terms and Conditions. Without such Personal Information, we will not be able to process such orders and so please be aware that we will require basic Personal Information from you before you are accepted as a customer of ours.

Except as otherwise disclosed in this Privacy Policy, we will use the Personal Information you provide to us through this website only for the purposes of processing your orders, booking Fitness Classes and responding to any comments or questions you have. Whether it’s pre-ordered or it relates to the performance of that contract once your order is confirmed.

We may use the information you provide in aggregate (non-personally identifiable) form for internal business purposes, such as generating statistics and developing marketing plans. We may collect, store or accumulate certain non-personal identifiable information concerning your use of this website, such as information regarding which of our pages are most popular, and general website administration.

We may share or transfer Personal Information and non-personally identifiable information with, or to our affiliates, partners and our licensors, as well as other third parties such as credit/debit card validation and authorisation agencies, data analysis firms, customer support specialists, web hosting companies This is to:

- enhance this Website and/or the products and/or services made available by means of it;
- enable them to process orders, payments and refunds and/or place bookings for you;
- enable them to undertake marketing activities on our behalf to which you may have consented when you provided your Personal Information to us. Those parties may be located in countries both inside and outside the European Economic Area. Although countries outside the EEA may not require the same level of protection of Personal Information as countries within the EEA, we always demand that our affiliates, licensees and

partners adhere to the same procedures that we follow ourselves with respect to your Personal Information, including this Privacy Policy.

We will not sell or rent or otherwise make available your Personal Information to third parties without your consent, except as disclosed in this Privacy Policy. Where you have provided your consent, we may also use your Personal Information to tell you about our products, promotions and special offers that may be of interest to you, by mail or by telephone. This may include receiving such further information by email, SMS and other forms of electronic communication as approved by you at the time you gave us your Personal Information. However, these decisions may be reversed at any time by emailing us and we will process your request as soon as possible.

We may disclose any information, including Personal Information, we deem necessary, in our sole discretion, to comply with any applicable law, regulation, legal process or governmental request.

Sensitive Personal Information is not sought through this Website. Sensitive Personal Information includes for example data relating to: race or ethnic origin; political opinions; religious or other similar beliefs; and physical or mental health. If you do provide us with Sensitive Personal Information, when it has not been solicited, you must also explicitly consent to us using it for the purposes for which it has been provided.

2. ACCURACY

We will take reasonable steps to create an accurate record of any Personal Information you have submitted through the Website. However, we do not assume responsibility for confirming the ongoing accuracy of your Personal Information. If you advise us that your Personal Information is no longer accurate, we will, so far as practicable, make corrections. You can also request that your Personal Information is deleted from our systems at any time by emailing

3. ACCESS TO YOUR PERSONAL INFORMATION

If you wish to access the Personal Information that you have submitted via the Website please contact us at the following address: ren@southlakesfitness.co.uk

4. IP ADDRESSES AND COOKIES

Through our Website we store IP addresses of users, which is standard protocol. The IP addresses are used to increase the session security. The IP is only logged to our database when you put something in your basket. The session information is stored server side, so if you return to the Website you are not identifiable until the point when you log-in as a registered user with an active account. Session cookies are used by our Website. These do not store Personal information and are deleted once you exit the Website.

5. LINKS

This Website may contain links to or from other websites. Please be aware that we are not responsible for the privacy practices of other websites. This Privacy Policy applies only to the

information we collect on this Website. We encourage you to read the privacy policies of other websites you link to from our Website or otherwise visit.

6. SECURITY

We implement various security measures to protect the security of your Personal Information, both on-line and off-line. We use a password protected login system to store your details. Only the last four digits of any credit cards used for order payments are stored. We do not store credit card security codes and issue/expiry information to use in dealing with our financial fulfilment house should any payment issues arise (such as refunds).

7. BUSINESS TRANSFERS

As we continue to develop our business, we may sell parts of our assets. In such transactions, user information such as Personal Information, is one of the transferred business assets. By submitting your Personal Information on the website, you agree that your Personal Information may be transferred to such parties in these circumstances.

8. NOTIFICATIONS OF CHANGES

We may revise this Privacy Policy from time to time. If we decide to change our Privacy Policy, we will post the revised policy here. As we may make changes at any time without notifying you, we suggest that you periodically consult this Privacy Policy. Please note that our rights to use your Personal Information will be based on the Privacy Policy in effect at the time the information is used. If the preceding sentence is deemed to violate applicable law, the Privacy Policy in effect at the time your Personal Information was collected will apply.

9. DATA CONTROLLER

The Personal Information you provide to us will be managed by 'South Lakes Fitness and Cycling (Renell Brennan)' as the Data Controller.

10. JURISDICTION

This Privacy Policy shall be construed in accordance with the laws of England and Wales.

11. COMMENTS

If you have any questions, comments or concerns about our privacy practices, please email us at ren@southlakesfitness.co.uk

If you are not happy with how we process your Personal Data you have the right to lodge a complaint with the Information Commissioners Office (ICO), the UK supervisory authority for data protection issues. Information Commissioners Office (ICO), the UK supervisory authority for data protection issues.