



# HEALTH & FITNESS

## Privacy Notice

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## Privacy Statement Summary:

Who will use my data?	Alice Kelly Personal Trainer
What for?	We will store and process your data in order to allow us to provide our Personal Training products and services to you. We may also send you offer details that we think you will be interested in. This may include a range of our related products and services. If you are a supplier or other third party, we will collect, store, and process your data as required to manage the relationship between us.
What will happen if I contact you?	If you contact us we will use your information to send you the information you have requested and updates, offers and other information that we think you will be interested in. We promise not to bombard you with emails and calls and will never share your data with any other company, other than as required to provide our services to you.
What data will be stored?	We will store your personal details in order to provide our Personal Training products and services to you and manage our relationship. We will store details of purchase enquiries, purchases, and related financial information as required. We will store limited amounts of sensitive personal information including allergies and medical conditions to provide the best possible service to you.
What data will be shared?	We will not share your data with any third parties other than as described here. We may need to share your information with the data protection regulator where a legal body requests it.
How long?	Your data will be stored for up to 7 years, after which time, it will be deleted but you can contact us at anytime if you want us to delete your data or if you want to change your marketing preferences.
Who can access my data?	We will never sell, share or otherwise distribute your data to any other third party. Access to your data is strictly controlled and monitored to ensure your privacy.
How is my data kept secure?	We may store your data on servers which are based in the UK, EU and third countries as necessary. We use industry standard security protocols/technology to secure data and ensure all appropriate controls are in place.

We take your privacy seriously and will only use your personal information to provide the services you have requested from us and to send you information about the Personal Training services you may be interested in. We will never sell, share or use your personal information other than as described here.

## About This Privacy Policy

This policy sets out how we will use and share the information that you give us. This policy describes your relationship with Alice Kelly Personal Trainer. The General Data Protection Regulation (GDPR) describes how organisations must collect, handle, process and store personal information.

These rules apply regardless of whether data is stored electronically, on paper or on other materials. To comply with the law, personal information must be collected and used fairly, stored safely and not

disclosed unlawfully. GDPR is underpinned by eight important principals. These say that personal data must:

- Be processed fairly and lawfully
- Be obtained only for specific, lawful purposes
- Be adequate, relevant and not excessive
- Be accurate and kept up to date
- Not be held for any longer than is necessary
- Processed in accordance with the rights of the data subjects
- Be protected in appropriate ways
- Not be transferred outside the European Economic Area, unless that country or territory also ensures an adequate level of protection

We take these responsibilities seriously, this document describes our approach to data protection. This policy helps to protect us from data security risks, including:

- Commercial, financial, and reputational damage caused by a data breach.
- Failing to offer choice. For instance, all individuals should be free to choose how the company uses data relating to them.
- Reputational damage. For instance, the company could suffer if hackers successfully gained access to sensitive data.
- Any other loss or damage as a result of data protection breaches, process failures or other issues.
- To protect the interests of our clients - to protect their privacy at all times and to respect their data protection rights.

## Who We Are And How To Contact Us

Alice Kelly Personal Trainer is registered in England, UK. The data controller is: Alice Kelly . You can contact us in any of the following ways:

Email: [amk.alice@gmail.com](mailto:amk.alice@gmail.com)  
Phone: 07817766864  
Website: [www.amhealth.co.uk](http://www.amhealth.co.uk)  
Post: 57 Braemar Drive, Sale, Cheshire, M33 4WJ

## Who this privacy policy applies to

Alice Kelly Personal Trainer is a Personal Training company. Processing of your data is required in order to provide our services to you and to send you information you have requested or we think you will be interested in. This policy applies to individuals who have shared their data with Alice Kelly Personal Trainer as either a potential client, client, employee, supplier or in any other capacity.

It applies to all data that the company holds relating to identifiable individuals, even if that information technically falls outside of the GDPR. This can include:

- Names of Individuals
- Postal addresses
- Email Addresses
- Telephone numbers
- Image and Video Content
- Electronic and Printed Media
- Likeness and edited images of identifiable individuals
- Individuals captured on images other than the principle subjects
- Personal information
- Sensitive information such as medical history, injuries, medication, biometrics and other relevant information

### What this policy applies to

This section describes the lawful basis for processing your data and applies to the information about yourself that you choose to provide us with or that you allow us to collect. We may collect and process information about you, including your name, date of birth, address, contact details (including email address and mobile phone number), medical information, and data collected as part of any payment. This includes:

- The Information you provide when you contact us in order to discuss using our services
- Information we collect as a client
- Information we collect about how you use the website, visit our shop, or join our mailing list
- Information relating to the services we offer to you and other transactions including financial and other personal information required to complete these transactions
- Medical, health, biometric, and other information
- Information that is given and stored as part of our ongoing relationship
- Images, videos, and all other sorts of media
- All material (electronic / printed / other) capturing your image and likeness
- Information you share with us on social media including your name, social media ID, photos, videos, messages etc...

We only collect, store or process limited amounts of sensitive data about you, this is as required to provide our services to you safely. here this is necessary we will always take appropriate precautions to protect your data.

Personal data we receive will be used for the purposes it was provided, including:

- To respond to queries from you regarding the possible purchase of services
- To provide our services to you
- To manage and administer the relationships between you and us
- To notify you about changes to our services and to otherwise communicate with you; for example, we will use your contact details in order to respond to any queries that you submit to us
- To obtain feedback from you regarding us
- Images, videos, and other media collected, stored, or processed as a result of the services we have provided to you

## How your information will be used

We will only use your personal data for the purposes for which we collected it and as you would reasonably expect your data to be processed and only where there is a lawful basis for such processing, for example:

Purpose/Activity	Type of data	Lawful basis for processing
To register you as a potential client or as a new client	(a) Identity, (b) Contact information, (c) financial information, (d) sensitive information	Performance of a contract with you, or potential contracts with customers, suppliers, and other third parties. To provide our services to you and to keep you safe.
To process and deliver the services you request including taking payments, and to collect and recover money owed to us	(a) Identity, (b) Contact, (c) Financial, (d) Transaction, (e) Marketing and Communications	(a) Performance of a contract with you, (b) Necessary for our legitimate interests (c) to recover debts owed to us, (d) Necessary to operate our business (Marketing, CRM, Credit Control), (e) provide our services to you
To manage our ongoing relationship with you which will include notifying you about changes to our terms, products and services, or privacy policy, to maintain our records	(a) Identity, (b) Contact, (c) Customer Profile, (d) Marketing and Communications	(a) Performance of a contract with you, (b) Necessary to comply with a legal obligation, (c) Necessary for our legitimate interests to keep our records updated and to study how customers use our services, (d) with your consent
To grow, administer and protect our business	(a) Identity, (b) Contact, (c) Technical information	(a) Necessary for our legitimate interests for running our business, (b) Necessary to comply with a legal obligation
To deliver relevant content and advertisements to you and measure and understand the effectiveness of our advertising	(a) Identity, (b) Contact, (c) Profile, (d) Usage, (e) Marketing and Communications, (f) Technical	Necessary for our legitimate interests to study how customers use our services, to develop them, to grow our business and to inform our marketing strategy
To use data analytics to improve our website, services, marketing, customer relationships and experiences	(a) Technical, (b) Usage	Necessary for our legitimate interests to define types of customers for our products and services, to keep our site updated and relevant, to develop our business and to inform our marketing strategy
To make suggestions and recommendations to you about services that may be of interest to you	(a) Identity, (b) Contact, (c) Technical, (d) Usage, (e) Profile	Necessary for our legitimate interests to develop our products/services and grow our business

## How to change your preferences

In accordance with your preferences, we may also use your personal information to provide you with information about services, promotions and offers that may be of interest to you. This document explains how you can change whether to receive this information. Please note that, even if you choose not to receive this information, we may still use your personal information to provide you with important services communications, including communications in relation to any purchases you make or services you use.

We operate in line with EU GDPR (May 2018) data protection guidelines. We respect your rights and will respond to any request for access to personal information and requests to delete, rectify, transfer, data and to stop processing. We will also advise you on how to complain to the relevant authorities, namely the Information Commissioner's Office. Any requests or objections should be made in writing to the Data Controller or you can visit our website, call, or email us to contact us to change your preferences at anytime.

## Scope of Agreement

By sharing your personal data with us as required for us to provide Personal Training services to you, you are affirming your agreement for such information to be used in accordance with this privacy policy. You will be able to change your preferences at any time by the methods described as prescribed in this document.

We may from time to time use your information for marketing, account management or relationship management purposes. The main purpose of this is to provide you with information about the products and services which we think may be of interest to you and/or to maintain any existing relationship we may have with you.

## Opting out at a later date

Where you give your consent for us to process your data, for example when you agree to us sending you marketing information or where you agree to us processing financial data, you can contact us to amend or withdraw your consent at anytime. You can also choose to object to processing and request deletion of your data. We respect all user rights as defined in GDPR. If you have any comments or wish to complain please contact us.

## How we store and process your data

Your data will be collected stored and processed securely, where possible we store your data in the EU however we may use cloud storage options outside the EU. Where this is the case we will take reasonable precautions to ensure your data is secure at all times. Your data may be stored indefinitely to ensure we have records of service, payments, and other interactions we have with you and to be able to provide copies of photos, videos, and other material to you in the future.

In order to provide our services to you, we use recognised third parties to take payment, manage our company accounts, provide banking services, and help run our business. We will store transactions, payment and order data for up to 7 years or for as long as required by UK financial and company regulations. These third parties may operate outside the EU, if this is the case we will ensure precautions are in place to protect your data.

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to find out more about how the processing for the new purpose is compatible with the original purpose, please email us. If we need to use your personal data for a purpose unrelated to the purpose for which we collected the data, we will notify you and we will explain the legal ground of processing.

We may be legally obliged to disclose your personal information without your knowledge to the extent that we are required to do so by law; in connection with any ongoing or prospective legal proceedings; in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk); to any person who we reasonably believe may apply to a court or other competent authority for disclosure of that personal information where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that personal information.

You will only receive marketing communications from us if you have:

- Requested information from us or purchased services from us
- If you provided us with your details and ticked the box at the point of entry of your details for us to send you marketing communications
- You have not opted out of receiving marketing

We will get your express opt-in consent before we share your personal data with any third party for marketing purposes.

## Our obligations

We are a data controller. In relation to the information that you provide to us, we are legally responsible for how that information is handled. We will comply with the GDPR (2018) in the way we use and share your personal data.

Under certain circumstances, you have rights under the data protection laws in relation to your personal data. These include the right to:

- Request access to your personal data.
- Request correction of your personal data.
- Request erasure of your personal data.



- Object to the processing of your personal data.
- Request restriction of processing your personal data.
- Request transfer of your personal data.
- Right to withdraw consent.

You can see more about these rights at: <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

### Third Parties

We may have to share your personal data with the parties set out below for the purposes described in this document:

- Service providers who provide IT and system administration services.
- Professional advisers including lawyers, bankers, auditors and insurers who provide consultancy, credit scoring, banking, legal, fraud protection, insurance and accounting services.
- HM Revenue & Customs, regulators and other authorities based in the United Kingdom and other relevant jurisdictions who require reporting of processing activities in certain circumstances.
- Other companies we use to help provide our Personal Training products and services.
- Third parties to whom we sell, transfer, or merge parts of our business or our assets.
- Other Personal Training professionals and healthcare professionals as required to provide the best services to you and to keep you safe. This will always be with your consent or where necessary to protect your vital interests.

We require all third parties to whom we transfer your data to respect the security of your personal data and to treat it in accordance with the law. We only allow such third parties to process your personal data for specified purposes and in accordance with our instructions.

## Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know such data. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We will report any breaches or potential breaches to the appropriate authorities within 24 hours and to anyone affected by a breach within 72 hours. If you have any queries or concerns about your data usage, please contact us.

Our website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

## Cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences. We use traffic log cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

As well as your ability to accept or reject cookies, we also require your permission to store cookies on your machine, which is why when you visit our site, you are presented with the ability to accept our terms of use, including the storage of cookies on your machine. Should you not accept then you are free to leave our website, at any time.

## Legitimate Interests

Under the GDPR, we are also permitted to collect, process, and store your data as required to reasonably operate our business.

## Contacting us, exercising your information rights and Complaints

If you have any questions or comments about this Privacy Policy, wish to exercise your information rights in connection with the personal data you have shared with us or wish to complain, please contact: Alice Kelly at Alice Kelly Personal Trainer. We will process SARs within 30 days, SAR responses are usually free but we reserve the right to charge for excessive or unfounded requests. We fully comply with Data Protection legislation and will assist in any investigation or request made by the appropriate authorities.

If you remain dissatisfied then you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF  
[www.ico.org.uk](http://www.ico.org.uk)