

Privacy Policy Statement.

We are committed to safeguarding the privacy of your information and personal details. This includes information gathered by completing online entry forms for events, races or courses. Completing 'Physical Activity Readiness' Questionnaires as a member, guest or visitor to any of our Fitness Classes, Courses, Personal Training, Events or Activities, completing sign up forms online or at promotional events to receive further information about our services. Contact may also be made through social media platforms if you have joined a group, followed, liked or signed up to us or our associated events, pages and social media promotions.

By using our website, booking forms and supplying us with your details and information you are agreeing to the following privacy policy.

1. What information do we collect?

We may collect, store and use the following kinds of personal information:

1. information relating to any transactions carried out between you and us on or in relation to this website, including information relating to any purchases you make of our goods or services;
2. information that you provide to us for the purpose of registering with us;
3. information that you provide to us for the purpose of subscribing to our website services, email notifications and/or newsletters; and
4. any other information that you choose to send to us.

2. Using your personal information

Personal information submitted to us as detailed above will be used for the purposes specified in this privacy policy or in relevant parts of the website.

We may use your personal information to:

1. administer the website;
2. send to you goods purchased via the website, and supply to you services purchased via the website;
3. send statements and invoices to you, and collect payments from you;
4. send you general (non-marketing) commercial communications;
5. send you email notifications relative to an event or service you have purchased or for which you have specifically requested.
6. send to you our newsletter and other marketing communications relating to our business which we think may be of interest to you by post or, where you have specifically agreed to this, by email or similar technology (you can inform us at any time if you no longer require marketing communications); and

7. deal with enquiries and complaints made by or about you relating to the website, services or events.

All our website financial transactions are handled through our payment services provider, Paypal and FR Systems Ltd. You can review their privacy policies on their website. We will share information with them only to the extent necessary for the purposes of processing payments you make via our website and dealing with complaints and queries relating to such payments.

3. Disclosures

We may disclose information about you to any of our employees, officers, agents, suppliers or subcontractors insofar as reasonably necessary for the purposes as set out in this privacy policy.

In addition, we may disclose your personal information:

1. to the extent that we are required to do so by law;
2. in connection with any legal proceedings or prospective legal proceedings;
3. 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);
4. to the purchaser (or prospective purchaser) of any business or asset that we are (or are contemplating) selling;
and
5. 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.

Except as provided in this privacy policy, we will not provide your information to third parties.

4. Security of your personal information

We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.

We will store all the personal information you provide on our secure (password- and firewall- protected) servers.

Of course, data transmission over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.

5. Policy amendments

We may update this privacy policy from time-to-time by posting a new version on our website. You should check this page occasionally to ensure you are happy with any changes.

6. **Your rights**

You may instruct us to provide you with any personal information we hold about you. Provision of such information will be subject to the supply of appropriate evidence of your identity.

We may withhold such personal information to the extent permitted by law.

7. **Third party websites**

The website contains links to other websites. We are not responsible for the privacy policies or practices of third party websites.

9. **Updating information**

Please let us know if the personal information which we hold about you needs to be corrected or updated.

10. **Contact**

If you have any questions about this privacy policy or our treatment of your personal information, please write to us by email to info@fitnessexperience.co.uk or post to Love Fitness, Salop Leisure, Shrewsbury, SY5 6QS.

Trading as **Ultimate Fitness Experience Limited**.