LMW Fitness Website Policies

Effective Date: 27th August 2025

# 1. Privacy Policy

## Introduction

At LMW Fitness, we are committed to protecting your privacy. This Privacy Policy explains how we collect, use and safeguard your personal information.

## Information We Collect

• Personal Information: Name, email address, telephone number, or other contact details submitted voluntarily via forms, subscriptions, or service enquiries.  
• Automatically Collected Information: IP address, browser type, operating system, pages visited and browsing behaviour.

## Use of Information

We use your information to:  
- Provide services and respond to enquiries.  
- Improve our website, content and user experience.  
- Communicate relevant offers or updates (with consent).

## Data Protection & Security

• We comply with the UK GDPR and Data Protection Act 2018.  
• Personal data is stored securely using appropriate technical and organisational measures.

## Retention

Personal data from enquiries is retained for one year unless legal requirements dictate otherwise.

## Third-Party Processors

Data may be shared with service providers such as website hosts, email platforms and analytics providers. They are GDPR-compliant.

## Your Rights

• Access, correct, or request deletion of your personal data.  
• Withdraw consent for marketing communications at any time.

## Contact

info@lmwfitness.co.uk

# 2. Cookie Policy

## Introduction

LMW Fitness uses cookies to enhance your browsing experience. By using our website, you consent to the use of cookies as outlined below.

## What Are Cookies?

Cookies are small text files stored on your device to remember preferences and improve functionality.

## Types of Cookies

• Essential Cookies: Required for basic website functionality (e.g., login, form submissions).  
• Analytical/Performance Cookies: Help us understand user behaviour and improve the site.  
• Functional Cookies: Remember preferences for a personalised experience.  
• Targeting/Advertising Cookies (if applicable): Track website activity for relevant marketing; only used with consent.

## Managing Cookies

• Control cookies via browser settings or the cookie banner.  
• Disabling essential cookies may impact website functionality.

## Third-Party Cookies

• Google Analytics: Collects anonymous website usage data.  
• Facebook Pixel: Tracks user activity for marketing purposes.

# 3. Terms and Conditions

## Use of Website

• Only for lawful purposes; do not infringe rights of others.  
• Do not copy, modify, or reverse engineer content or source code.  
• Do not use the website to harass or interfere with others’ enjoyment.

## Intellectual Property

All website content, including text, graphics, logos and images, is owned by LMW Fitness and protected under copyright law.

## Disclaimer & Limitation of Liability

• The website is provided 'as-is' without guarantees of availability, accuracy, or uninterrupted access.  
• LMW Fitness is not liable for damages or losses arising from website use, except where prohibited by law (e.g., personal injury or fraud).

## Indemnity

Users agree to indemnify LMW Fitness from claims, damages, or losses arising from misuse of the website or violation of these Terms.

## Changes to Terms

LMW Fitness may update these Terms at any time. Continued use constitutes acceptance of changes.

## Governing Law

English law applies and disputes fall under the jurisdiction of English courts.

# 4. Accessibility Statement

## Commitment

LMW Fitness strives to ensure our website is accessible to all users, including those with disabilities, in line with WCAG 2.1 Level AA.

## Accessibility Features

• Text alternatives for non-text content.  
• Keyboard navigability.  
• Adjustable text sizes and contrast settings.

## Feedback

info@lmwfitness.co.uk

# 5. Sustainability & Environmental Policy

## Commitment

LMW Fitness is dedicated to reducing environmental impact and promoting sustainability.

## Our Commitments

• Reduce energy consumption and carbon emissions.  
• Implement waste reduction and recycling programmes.  
• Encourage sustainable practices across our services.

## Continuous Improvement

Policies are reviewed regularly to enhance environmental performance.

## Feedback

info@lmwfitness.co.uk