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 the 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](mailto:info@lmwfitness.co.uk)

1. **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.

1. **Terms and Conditions**

Use of Website

* Only for lawful purposes; do not infringe the 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 against claims, damages or losses arising from the misuse of the website or a violation of these Terms.

**Changes to Terms**

LMW Fitness reserves the right to 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.

1. **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](mailto:info@lmwfitness.co.uk)

1. **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](mailto:info@lmwfitness.co.uk)