

# Free Rein Pilates – Privacy Policy

This policy explains how we collect, store, and use your personal information. We are committed to protecting your privacy and complying with UK data protection laws, including the UK GDPR.

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## What We Collect

We may collect and store the following information:

- ☐ Your name, email, phone number and emergency contact
  - ☐ Health and medical details you share for class safety
  - ☐ Booking and payment details
  - ☐ Photos or videos (only with your consent)
  - ☐ Enquiry or communication history with us
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## How We Use Your Data

We only use your data for purposes directly related to your interaction with Free Rein Pilates. This includes:

- ☐ Managing class and retreat bookings
  - ☐ Ensuring your safety in sessions
  - ☐ Processing payments and refunds
  - ☐ Contacting you with updates, reminders or changes
  - ☐ Marketing (only if you've opted in)
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## Who Has Access

Your data is only accessed by Free Rein Pilates and trusted service providers (e.g. payment processors, booking tools, email systems) when needed to run the business.

We will never sell your data or share it with unrelated third parties.

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## Where and How It's Stored

Your data may be stored securely using:

- ☐ Encrypted cloud-based tools
- ☐ GDPR-compliant systems such as Stripe, Google, or booking software
- ☐ Locked devices or password-protected files

We keep data only as long as needed for business or legal reasons, then securely delete it.

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## Your Rights

You have the right to:

- ☐ Request a copy of the personal data we hold about you
- ☐ Ask for incorrect information to be corrected
- ☐ Withdraw your consent at any time
- ☐ Request your data be deleted (unless needed for legal or insurance reasons)

To make a request, email us at [Insert contact email].

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## Cookies and Website Tracking

Our website may use cookies and tools such as Google Analytics to track how visitors use the site. This helps us improve the site's performance. You can choose to block or clear cookies in your browser settings.

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## Contact

If you have any questions or concerns about how your data is used, you can contact us at:

**Email:** [Insert email]

**Address:** [Insert business address, or leave blank if operating online only]