

Victoria Frances Jackson

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PRIVACY POLICY

Last Updated 18th December 2021

Welcome to VFJ Pilates!

At VFJ Pilates, accessible from www.vfjpilates.co.uk, one of our main priorities is the privacy of our visitors. This document contains information on the types of data that is collected and recorded by us and how we use it. This Privacy Policy applies to all our online activities, all our face to face activities and is valid for visitors to our website with regards to the information that they share and/or is collected by VFJ Pilates.

This Privacy Policy was created with the help of Termly's Privacy Policy Generator and pttoolbox.co.uk.

If you have additional questions or require more information about this policy, do not hesitate to contact us.

CONSENT

By using our website accessible from www.vfjpilates.co.uk, attending any sessions or interacting via any of our social media channels you hereby consent to our Privacy Policy and accept our Terms & Conditions, Refund Policy, safeguarding policies and all other policies. By participating in any exercise, you agree to our Exercise Disclaimer. By accessing any of our activities we assume you accept and consent to all our policies. Do not continue to use VFJ Pilates if you do not agree to take all the terms & conditions stated on these pages.

INFORMATION WE COLLECT

Victoria Frances Jackson may collect and use the following kinds of personal information:

- Information that you provide for the purpose of purchasing a class ticket, course, programme, or session.
- Information that you provide for the purpose of registering for an account with VFJ Pilates.
- Information that you provide for the purpose of subscribing to our email services.
- Any other information that you send to Victoria Frances Jackson.
- Names taken from your social media for the express purpose of giving competition entries.

The personal information that you are asked to provide, and the reasons why you are asked to provide it, will be made clear to you at the point we ask you to provide your personal information. When you register for an account, we may ask for your contact information, including items such as name, email address, and telephone number.

If you contact us directly, we may receive additional information about you such as your name, email address, phone number, the contents of the message and/or attachments you may send us, and any other information you may choose to provide.

HOW WE USE YOUR INFORMATION

We use the information we collect in various ways, including to:

- Provide, operate, and maintain our website.
- Improve, personalize, and expand our website.
- Understand and analyse how you use our website.
- Develop new products, services, features, and functionality.
- To give competitions entries when earned and inform winners.
- Communicate with you, including for customer service, to provide you with updates and other information relating to the website, and for marketing and promotional purposes.
- Send you surveys to help improve the business.
- Send you emails.
- Send you information on classes you have purchased tickets for.
- Find and prevent fraud.

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Victoria France Jackson will not disclose your personal information to any third parties beyond those used to collect and use the data, such as WIX, Book When, Send in Blue and various social media channels and endeavours to only use third parties that are GDPR compliant.

In addition to the disclosures reasonably necessary for the purposes identified elsewhere above, Victoria Frances Jackson may disclose your personal information to the extent that it is required to do so by law, in connection with any legal proceedings or prospective legal proceedings, and to establish, exercise or defend its legal rights or for safeguarding purposes.

SECURING YOUR DATA

Victoria Frances Jackson will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information and will store all the personal information you provide on secure password protected platforms and servers.

KEEPING YOUR PERSONAL DATA

VFJ Pilates keeps your personal data for no longer than reasonably necessary. We keep your data if you are an active member of the VFJ Pilates community or an active customer/client of VFJ Pilates. This is in case of any legal claims/complaints, safeguarding purposes and to facilitate your memberships and purchases.

An active member is defined as a member who is currently interacting via the website, email, our social media channels or any other messaging service or purchasing services from VFJ Pilates. An inactive member is defined as a customer/client who has not interacted on the VFJ Pilates website, our social media channels or any other messaging service or purchased a service within six months from their last activity or purchase.

Once you are no longer an active member, customer, or client then we will keep your data held via Wix, Send in Blue, WhatsApp and by our instructors for no more than 18 months. This period is only an estimate as at the end of each financial year in April all data held is purged and all data and accounts pertaining to all inactive members, customers and clients is deleted. It is likely your data will be held for a shorter period of time. If you wish your data and account to be deleted sooner, you must contact us.

All data held via the Book When website is held for a period of 6 months then deleted automatically by Book When. According to Book When "A customer is classed as 'inactive' and will be included in the auto-deletion process if they have not made a booking or attended an event within the defined timeframe.". The timeframe is set to six months.

Exceptions to this are the free Bronze membership and marketing mailing list.

Since the Bronze membership is advertised as lifetime access if you become an inactive member your name and email will be kept indefinitely via our website purely to facilitate this membership. No other data will be held unless you are an active member. If you no longer wish to be a Bronze member you must cancel the membership yourself either via our website by logging in and navigating to your subscriptions page, via the contact us page or using the details at the top of this document. Once the membership has been cancelled you will then become an inactive member, customer/client after six months and your data deleted in line with the methods outlined above.

If you have subscribed to our marketing emails your name and email address will be held indefinitely via our website purely for marketing purposes. If you no longer wish to receive marketing emails from us you will need to 'opt out' or unsubscribe by either clicking the link at the bottom of the marketing emails, via the contact us page on the website or via the details held at the top of this document. Once you have opted out of our marketing emails your data will be deleted immediately unless you are an active member, customer, or client.

SOCIAL MEDIA

VFJ Pilates has various social media accounts, if you choose to follow us on any platform and no longer wish to do so it is your responsibility to 'unfollow' or 'unlike' our pages and accounts. We will only remove followers if they breach our Terms & Conditions, Code of Conduct, Safeguarding policies and other relevant policies.

The VFJ Fitness & Wellbeing Facebook group is free and open to anyone that would like to join and it is again your responsibility to remove yourself from the group if you no longer wish to be a participant. VFJ Pilates will only remove members in line with the conditions laid out above.

The VFJ VIP Exclusive group is for current paying customers/clients of VFJ Pilates. A client is only deemed current if they have a current monthly paid membership on the VFJ Pilates website, are currently enrolled on one of our 6 week programmes or have purchased a 1-2-1 session, group session or class within the last month. At the end of each month non-paying customers/clients will be removed from the group. To regain entry a purchase must be made.

LOG FILES

VFJ Pilates follows a standard procedure of using log files. These files log visitors when they visit websites. All hosting companies do this and it is a part of hosting services' analytics. The information collected by log files may include internet protocol (IP) addresses, browser type, Internet Service Provider (ISP), date and time stamp, referring/exit pages, and possibly the number of clicks. These are not linked to any information that is personally identifiable. The purpose of collecting the information is for analysing trends, administering the site, tracking users' movement on the website, and gathering demographic information.

ADVERTISING PARTNERS PRIVACY POLICIES

VFJ Pilates does not currently have any advertising partners.

Third-party ad servers or ad networks use technologies like cookies, JavaScript, or Web Beacons that are used in their respective advertisements, which are sent directly to users' browser. They automatically receive your IP address when this occurs. These technologies are used to measure the effectiveness of their advertising campaigns and/or to personalize the advertising content that you see on websites that you visit.

Note that VFJ Pilates has no access to or control over cookies that are used by third-party advertisers.

CCPA - PRIVACY RIGHTS (Do Not Sell My Personal Information)

Under the CCPA, California consumers have the right to:

Request that a business that collects a consumer's personal data disclose the categories and specific pieces of personal data that a business has collected about consumers.

Request that a business delete any personal data about the consumer that a business has collected.

Request that a business that sells a consumer's personal data, not sell the consumer's personal data.

If you would like to exercise any of these rights you need to make a request by contacting us, we have one month to respond to you.

GDPR - DATA PROTECTION RIGHTS

Every user of the VFJ Pilates website is entitled to the following:

- The right to access – You have the right to request copies of your personal data.
- The right to rectification – You have the right to request that we correct any information you believe is wrong. You also have the right to request that we complete the information you believe is incomplete.
- The right to deletion – You have the right to request, under certain conditions, that we delete your personal data.
- The right to restrict processing – You have the right to request, under certain conditions, restriction of the processing of your personal data.
- The right to object to processing – You have the right to object, under certain conditions, to our processing of your personal data
- The right to data portability – You have the right to request, under certain conditions, that we transfer the data that we have collected to another organization, or directly to you.

If you would like to exercise any of these rights you need to make a request by contacting us, we have one month to respond to you.

You will not have to pay a fee to access your personal data, or to exercise any of the other rights. We may charge a reasonable admin fee if your request is clearly unfounded, repetitive, or excessive and 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 the requested 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 for further information in relation to your request to speed up our response.

CHILDREN'S INFORMATION

Another of our priorities is adding protection for children while using the internet. We encourage parents and guardians to observe, participate in, and/or monitor and guide their online activity. VFJ Pilates does not knowingly collect any Personal Identifiable Information from children under the age of 18 without prior consent of a parent or guardian. If you think that your child has provided any information on our website, we strongly encourage you to contact us immediately and we will do our best efforts to promptly delete such information from our records.

FURTHER PROCESSING

If we wish to use your data for a new purpose, not covered by this policy, then we will provide you with a new policy explaining this new use prior to commencing the processing, setting out the purposes and processing conditions.

PROVIDING US WITH YOUR PERSONAL DATA

You are under no statutory or contractual requirement or obligation to provide us with your personal data. But failure to do so will have the following repercussions:

- You will not be able to purchase one of our online on demand memberships including the free Bronze membership.
- You will not be able to purchase any courses, sessions, or class tickets.
- You will not be able to participate in any exercise or activity provided by VFJ Pilates and we may cancel any sessions already booked but we will notify you if this is the case at the time.
- You will not be entered into any of our competitions even if you have earned an entry.
- If you are entered into a competition we may not be able to notify you if you win.

HOW TO MAKE A COMPLAINT OR REQUEST

To exercise all relevant rights, queries, or complaints please in the first instance contact our Data Protection Officer - Victoria, using the details held at the top of this document.

If this does not resolve your complaint to your satisfaction, you have the right to lodge a complaint with the Information Commissioners Office on 0303 123 1113 or via email <https://ico.org.uk/global/contact-us/email> or at the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, England.

UPDATING THIS STATEMENT

Victoria Frances Jackson may update this privacy policy by posting a new version on this website. You should check the website regularly to ensure you are familiar with any changes to these terms and conditions.

Sincerely,

VICTORIA JACKSON

Owner

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