



'Helping You Fulfill Your Body's Potential'

PRIVACY POLICY

Pilates Heaven is committed to protecting and respecting the privacy of all those who use our website and our services in line with the EU General Data Protection Regulation.

The data we collect is provided by you if you:

- Call/email us directly requesting information.
- Sign up to membership on our website.
- Complete medical Pre-Activity Readiness Questionnaires (P-ARQs).

These personal details will include your name, email, telephone number, emergency contact and relationship to you, date of birth and medical information.

Your email address is stored on our Outlook email system. Your email address and other personal details are stored on our website within our membership management system.

We collect this information so that we can:

- Respond to enquiries.
- Ensure your safety at our classes.
- Inform current members of relevant information concerning membership and classes.
- Provide current members with our bi-monthly newsletter and monthly health resources.
- Provide former members, who in our considered opinion might like to keep updated with news about the studio, with our bi-monthly newsletter. Former members are requested to unsubscribe if they do not wish to receive such information, and we will delete their email address from our records.

We do not share your details with third parties.

We keep information concerning private tuition stored as hard copies in files, in locked metal filing cabinets. To maintain privacy, when files are in use and not in cabinets, each file has a cover sheet to cover personal details.

We will only hold personal data for as long as we need to:

- If you enquire with us, we will keep your data to respond to you. It will remain on our outlook email system whilst we deal with your enquiry and will not be passed on to third parties. If you choose not to take your enquiry further, we will not use your data in any way and will only retain it for 6 months. After that, your email address will be removed from our system.
- If you create an invalid account by not completing the process when signing up for membership on our website, we will remove the account, and all data is removed from our membership system. We will notify you advising that you need to sign up for membership again if you wish to proceed with membership.
- If you register for our introduction lessons, we will retain your data until you attend the lesson and decide whether to become a member. If you do not attend the introduction lesson or do not continue with Pilates Heaven, we will remove your details, and your name will be removed from archive registers.
- A member's details are maintained on our website via their online account which they can view any time.
- If you cancel membership, your account and personal data is disabled, and your name remains on our archive registers. You may request us to remove your data from our systems in which case all record of your class attendance is removed from archive registers.
- Every September, members update medical Pre-Activity Readiness Questionnaires (P-ARQs) and are requested to complete new forms if any information has changed or needs to be updated. Past forms are shredded, and current forms are filed in a locked metal filing cabinet. Online data is updated accordingly.

For suppliers and industry partners, we store contact and bank account details. We use the information to make payments.

We take a proactive approach to user privacy and ensure the necessary steps are taken to protect the privacy of its users throughout their visiting experience. Our website complies with all UK national laws and requirements for user privacy and uses a Secure Socket Layer (SSL) certificate. For further details, please visit <https://adventuregraphics.co.uk/privacy-policy>

We take actions to minimise security breaches, for example, using complicated passwords, anti-virus software, regular daily backups and being vigilant when opening links/files from unknown sources. We also use a cross shredder to destroy documents.

Whilst we do take all applicable technical and organisational measures to safeguard your data and only use secure servers, it is impossible for us to secure the whole internet entirely. As a user, it is your responsibility to acknowledge this and to understand that the personal details you give to us by your own choice across the internet are transferred at your own risk.

You may request a copy of the personal data we hold for you free of charge and ask for your information to be amended or removed. To do so, please write to the business address at the bottom of this policy. We will respond to your request within 30 days providing you provide us with proof of identity. (Any amendment requests will be dealt with immediately.)

We will update this policy in response to legal, technical or business developments.
This policy was last updated in January 2025

If you have any questions regarding your data and how it is handled, please email info@pilatesheavenuk.com

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