



## Privacy Policy

This privacy policy describes how Look Sharp Fitness both protects and makes use of the information you provide to Look Sharp Fitness. This policy is updated when necessary and the latest version will always be published on this page. If you have any questions or concerns regarding this policy, please contact Look Sharp Fitness directly by email at [looksharpfitness@hotmail.com](mailto:looksharpfitness@hotmail.com).

### Introduction

We gather and use information about our users in order to provide products and services, and to enable the website to function as intended. We also use this information to better understand how users interact with our brand and to improve the overall user experience.

### What data we gather

We may collect the following information:

- Customer name
- Address, e-mail and telephone contact details
- Demographic information, such as postcode, preferences and interests
- Information deemed 'sensitive', such as medical information relevant to the personal training service being offered
- Website usage data
- Other information relevant to client enquiries
- Other information pertaining to special offers and surveys

### How we use this data

When you supply personal details to Look Sharp Fitness, they are stored and processed by both parties. The reasons and nature of this storage and processing is laid out below

- I need to collect personal information in order that we can provide you with a safe, effective and quality service. The service provided to you, and the Look Sharp Fitness licensee's agreement to provide it to you, constitutes a contract with you and me. You have the right to deny this information to them, but in doing so I would not be able to deliver my service to you.
- I (Look Sharp Fitness) have access to, and occasionally process, personal information in order that we can support them in delivering a better service to you. Details of the ways this information is sometimes processed\* is contained below. You have the right to deny any of this information to me – just let us know by any convenient method.
- According to laws explained within the GDPR, we have a "legitimate Interest" in collecting that information, because without it we would be restricted in the support we offer to deliver the best service to you.
- I would like to contact you in future if the opportunity arises that your service could be improved in any way. This may include requesting feedback from you or to resolve any complaints that may arise. This again constitutes "legitimate Interest", but this time it is your legitimate interest.
- Provided I have your consent, I may occasionally send you general information or news about Look Sharp Fitness that I think is either relevant or helpful to you, in the form of articles, advice or newsletters. You may withdraw this consent at any time – just let me know by any convenient method.
- I never share personal information with third parties, unless it is deemed necessary or relevant to the improvement or up-keep of the service being offered. The type of third parties with whom information is sometimes shared, and the nature of the usage of this information, is explained below.
- In the case when information is collected during a customer enquiry that you have made, wherein you do not end up paying for any Look Sharp Fitness services, we will retain your information for a maximum period of 6 months after the date of the enquiry. This is to allow us to offer a smoother and more efficient service should contact be made with you within that time. If no contact has been made with you after 6 months then I will remove your information
- I do not take or store any kind of payment details on this site.

### Methods of storage

Your records are stored in the following ways:

1. Information deemed 'sensitive', such as medical information relevant to the service being offered, is stored on paper, in locked filing cabinets, by me only.
2. Other personal information, including contact details, address and other non-sensitive information related to your health and fitness is stored electronically ("in the cloud"), using an online storage application. This information is accessible by me only. My provider gives their assurances that they are fully compliant with the General Data Protection Regulations. Access to this data is password protected, and the passwords are changed regularly.



#### Data sharing

I will never share your data with anyone who does not need access without your written consent. Only the following people/agencies will have routine access to your data:

#### Control and ownership

You have the right to see what personal data of yours I hold, and you can withdraw your consent for me holding that information at any time. You can also ask me to correct any factual errors at any time. In the case of either of the above, please get in contact with me at [looksharpfitness@hotmail.com](mailto:looksharpfitness@hotmail.com).

#### Cookies

A cookie is a small file placed on your computer's hard drive which enables our website to identify your computer as you view different pages on my website. My cookies allow my website to keep track of your personal information, preferences and shopping basket. They also provide me with information regarding how our customers are using our website and which pages they are visiting.

#### How we use cookies

I may use cookies to:

- Track how our customer use our website, how many visitors we are getting and other information that helps us improve our website experience using Google Analytics and other analytics packages.
- Track your current log-in status and your identity, with regards to our website, if you are logged in.
- Conduct A/B testing on our website to help improve user experience. This will allow us to show some of our customers one version of our page and others another version so that we can see which is preferred.
- Store your personal information so that our website is customised to your personal needs.
- To recognise if you have visited our website previously and customise our website accordingly.

Please note that cookies do not provide us with access to your computer or any information about you other than that which you choose to share with us.

#### Data Security

All of your information is stored in a secure fashion, protected by strong physical and electronic security safeguards. We store all personal data in line with the Data Protection Act 1998, and the General Data Protection Regulations 2018.

#### Links from our site

My website may contain links to other websites.

Please note that I have no control of websites outside the Look Sharp Fitness domain. If you provide information to a website to which I link, I am not responsible for its protection and privacy.

Always be wary when submitting data to websites. Read the site's data protection and privacy policies fully.

#### Policy on data

I want you to be absolutely confident that we are treating your personal data responsibly and that I am doing everything I can to make sure that the only people who can access that data have a genuine need to do so.

Of course, if you feel that I am mishandling your personal data in some way, you have the right to complain. Complaints need to be sent to what is referred to as the "Data Controller". You can do this by email to [looksharpfitness@hotmail.com](mailto:looksharpfitness@hotmail.com)

#### Complaints

If you are not satisfied with our response, then you have the right to raise the matter with the Information Commissioner's Office.