

## Fitness Her Way: Website privacy notice

### WHO WE ARE

The team at Fitness Her Way is committed to maintaining the trust and confidence of our website visitors. We want to reassure you that your information will not be sold, rented or traded with other organisations for marketing purposes. Our privacy policy provides more information on when and why we collect your personal information, how we use it, the limited conditions under which we may disclose it to others and how we keep it secure.

### TYPES OF DATA WE COLLECT

#### Website cookies

Like many other websites, the Fitness Her Way website uses cookies.

What are cookies?

Cookies are text files containing small amounts of information which are downloaded to your personal computer, mobile or other device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognises that cookie. Cookies are useful because they 'remember' and allow a website to recognise a user's device.

Who do we use cookies?

Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improving the user experience. More information about cookies is available at <http://www.allaboutcookies.org/> and <http://www.youronlinechoices.eu/>.

#### Types of cookies

We may use both persistent and session cookies. Persistent cookies remain on a user's device for the period of time specified in the cookie. They are activated each time that the user visits the website that created that particular cookie. Session cookies allow website operators to link the actions of a user during a browser session. A browser session starts when a user opens the browser window and finishes when they close it. Session cookies are temporary; once you close the browser, all session cookies are deleted.

#### Information stored by cookies

Some cookies will collect information about your browsing and purchasing behaviours when accessing the Fitness Her Way website via the same computer or device. This might include information about pages viewed, bookings made and your journey around our website. We do not use cookies to collect or record personal

information such as your name, address or other contact details but cookies may be used to monitor your browsing behaviour and booking patterns.

#### Disabling and deleting cookies

If you want to disable cookies you need to change your website browser settings to reject cookies. How you can do this will depend on the browser you use. You can also delete cookies already stored on your computer. Please note that blocking or deleting cookies may have a negative impact on your user experience of our website.

#### Google Analytics

When someone visits the Fitness Her Way website we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.

#### Mailing lists

As part of the registration process for the Fitness Her Way e-newsletter, we collect personal information. We use that information for a couple of reasons: to tell you about stuff you've asked us to tell you about; to contact you if we need to obtain or provide additional information; to check our records are right and to check every now and then that you're happy and satisfied. We don't share our email lists with other organisations and businesses.

We use a third-party provider, MailChimp, to deliver our newsletter. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our e-newsletter. For more information, please see [MailChimp's privacy notice](#). You can unsubscribe to general mailings at any time of the day or night by clicking the unsubscribe link at the bottom of any of our emails. You have the right to ask staff about your data rights.

#### Booking data

When you attend a session at Fitness Her Way we will gather a Par Q form including name, address, date of birth and medical history. We will hold that personal data in a locked filing cabinet. We will hold it for 6 months after you have left us.

## LINKS TO OTHER WEBSITES

This privacy notice does not cover the links within this site linking to other websites. Those sites are not governed by this Privacy Policy, and if you have questions about how a site uses your information, you'll need to check that site's privacy statement.

## ACCESS TO YOUR PERSONAL INFORMATION

You are entitled to view, amend, or delete the personal information that we hold.  
Email : [info@fitnessherwayltd.co.uk](mailto:info@fitnessherwayltd.co.uk)

## CHANGES TO THIS PRIVACY NOTICE

This policy was produced in April 2018 and will be kept under regular review.

