



Privacy Notice

Sarah Melton Fitness (SMF) is committed to protecting and respecting your privacy. The service provided by SMF is for Personal Training, Nutrition and dietary analysis. In the course of engaging with the service, you may provide personal data. SMF is the Data Controller and is responsible for storing and otherwise processing that data in a fair, lawful, secure and transparent way.

What personal data SMF holds on you

You may give SMF information about you by filling in forms, or by corresponding with SMF by phone, e-mail or otherwise. This includes information you provide when you register with SMF, subscribe to our newsletter, or participate in discussion boards on 3rd party services. The information you provide may include your name, date of birth, address, e-mail address, phone number, gender, previous and current medical conditions, and bio-metrics. We may also ask for emergency contact details.

SMF receives, collects and stores any information you enter on SMF's website or provide us in any other way. SMF may use software tools to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page.

Why SMF needs your personal data

The reason SMF needs your personal data is to be able to administer you and provide the services you are signing up to when you register with SMF. Our lawful basis for processing your personal data is that we have a contractual obligation to you as a client to provide the services you are registering for.

Reasons we need to process your data include:

For Training and Performance

- Monitoring personal performance in line with the service

For Reporting Purposes

- sharing anonymised data with a Personal Training Coach
- analysing anonymised data to monitor trends; and
- discussing anonymised data on social media platforms.
- To create aggregated statistical data and other aggregated

For Client Management

- processing of client forms and payments
- SMF newsletter promoting SMF activity; and
- publishing of progress
- to contact you for reasons related to your enquiry
- To comply with any applicable laws and regulations.

07730599893

sarahmeltonlife@gmail.com

www.sarahmeltonfitness.com



Marketing and Communications

- sending information about SMF service updates
- sending information about selling service related merchandise
- to analyse uniform resource locators (URLs) clicks published by the Club

Any health data that SMF holds on you (see Client Questionnaire) is only processed for the purpose of the service. SMF processes this data on the lawful basis of consent. Therefore, SMF will also need your explicit consent to process this data, which SMF will ask for at the point of collecting it.

Health Data

- passing health data to SMF to allow the safe running of personal training sessions

SMF has the following social media pages; Facebook, Instagram. All clients are free to like these pages. If you like one of the Social Media pages, please note that provider of the social media platform(s) have their own privacy policies and that SMF does not accept any responsibility or liability for these policies. Please check these policies before you like the page on SMF's social media pages.

SMF uses shortened uniform resource locators (URLs) to analyse link clicks. A third party (bitly) is used for the purpose of creating this shortened URL. Please note that provider of the service have their own privacy policies and that SMF does not accept any responsibility or liability for these policies. Please check these policies before you click on links supplied.

SMF does collect or utilise data on website usage. Please note that provider of the website platform(s) have their own privacy policies and that the Club does not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data on the platform.

Who SMF shares your personal data with

SMF does not supply any personal data to any other third party unless you opt-in to email communication. In this case, we may use a third-party provider to deliver our marketing messages. If you consent to SMF sending you emails, SMF will let you know who the third party provider is at that time. SMF gathers statistics around email opening and clicks using industry standard technologies including clear images to help us monitor and improve these email communications. SMF will need your explicit consent to process this data, which we will ask for at the point of collecting it.

SMF's data processing requires your personal data to be transferred outside of the UK for the purpose of cloud hosting/disaster recovery. Where SMF does transfer your personal data overseas it is with the appropriate safeguards in place to ensure the security of that personal data.

How long SMF holds your personal data

SMF will hold your personal data on file for as long as you are a client with SMF. Any personal data we hold on you will be anonymised on cessation of service. Your data is not processed for any further purposes other than those detailed in this policy.

07730599893

sarahmeltonlife@gmail.com

www.sarahmeltonfitness.com



Your rights regarding your personal data

As a data subject you may have the right at any time to request access to, rectification or erasure of your personal data; to restrict or object to certain kinds of processing of your personal data, including direct marketing; to the portability of your personal data and to complain to the UK's data protection supervisory authority, the Information Commissioner's Office about the processing of your personal data.

As a data subject you are not obliged to share your personal data with SMF. If you choose not to share your personal data with SMF, SMF may not be able to administer SMF's service.

Changes to the Privacy Policy

SMF regularly reviews the Privacy Policy and updates will appear on this page when necessary. This Privacy Policy was last created in May 2018.

Version Number	Name	Date	Change log
V1	Sarah Melton	May 2018	Creation of Policy

07730599893

sarahmeltonlife@gmail.com

www.sarahmeltonfitness.com