

# Privacy Policy

## Skeats-Strength Privacy Policy

This privacy policy sets out how Skeats-Strength uses and protects any information that you give when you share information about yourself.

I am committed to ensuring that your privacy is protected. Should I ask you to provide certain information by which you can be identified when using this website then you can be assured that it will only be used in accordance of the terms set out within this privacy policy.

I reserve the right to change this policy by updating this page. You should check this page from time to time to ensure that you are happy with any changes.

### What information do we collect?

I may collect the following information:

- Your name
- Your contact information including email address, phone number and emergency contact details
- Demographic information such as postcode, preferences and interests
- Personal information such as weight or fitness level so that I can write a program that matches your needs and monitor that program

### How we use this information do we collect?

I require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- Improving and delivering services.
- I may periodically contact you by phone, email, text message or mail to inform you about new products, special offers or other information which we think you may find interesting using the information you have provided.
- I may use the information to customise the website according to your interests.

## **How long will I keep your information?**

I will retain your information for as long as you attend classes or training sessions with me. If you are no longer attending either of these, I will delete your information after 3 months.

## **Security**

I am committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, I have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

## **How we use cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

I use traffic log cookies to identify which pages are being used. This helps me analyse data about web page traffic and improve our website in order to tailor it to customer needs. This information is anonymised, I only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help me provide you with a better website by enabling me to monitor which pages you find useful and which you do not. A cookie in no way gives me access to your computer or any information about you, other than the data you choose to share with me.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

## **Links to other websites**

My website may contain links to other websites of interest. This privacy policy only covers use of Skeats-Strength.co.uk and therefore we cannot be

responsible for the protection and privacy of any information you provide when you visit sites we link to. I advise when visiting other websites, you exercise caution and check the privacy statement applicable to the website in question.

### **Controlling your personal information**

You may choose to restrict the collection or use of your personal information in the following ways:

- Whenever you receive a phone call or message from me you may request that we do not contact you by phone in future.
- If you have previously agreed to me using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing me @ [contact@skeats-strength.co.uk](mailto:contact@skeats-strength.co.uk)

I reserve the right to contact you with important account information deemed necessary to ensure you receive an effective service.

**I will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.** I may use your personal information to send you promotional information about my services.

You may request details of personal information which I hold about you under the Data Protection Act 1998. A small fee will be payable for this service. If you would like a copy of the information held on you please email [contact@skeats-strength.co.uk](mailto:contact@skeats-strength.co.uk)

If you believe that any information I am holding on you is incorrect or incomplete, please email me as soon as possible at: [contact@skeats-strength.co.uk](mailto:contact@skeats-strength.co.uk) and I will correct it in line with your request.