

Privacy Policy

Updated May 2018

Thank you for visiting Pilates Plus . This privacy policy tells you how we use personal information collected on our web site, via our branded mobile app, over the Pilates Plus reception telephone line, through our social media pages, through our management software providers 'Mind Body' or indeed in person at the Pilates Plus reception studios 4 and 117.

Please read this privacy policy before submitting any personal information. When you access Pilates Plus in any of the above mentioned ways you are accepting the practices described in this privacy policy. These practices may be changed, but any changes will be posted and changes will only apply to activities and information on a going forward, not retroactive basis. You are encouraged to review the privacy policy whenever you visit Pilates Plus on-line to make sure that you understand how any personal information you provide will be used.

Note: the privacy practices set forth in this privacy policy are for sites within the Pilates Plus Studio portfolio. If you link to other third party web sites, please review the privacy policies posted at those sites. The Pilates Plus Studio is not responsible for how data or information is treated/handled by any third party web site that is linked to from our sites.

PLEASE NOTE: The following auto emails are considered operational, and will be sent regardless of whether a client has opted out of communication preferences:

- Appointment Confirmation
- Auto Pay Failed Notification
- Client Schedule
- Forgot Login Information
- Gift Card Delivery Email
- Purchase Receipt

1 Collection of Information

We collect personally identifiable information, like names, postal addresses, email addresses etc., when voluntarily submitted by our visitors, either on line or over the telephone. This information is only used to fulfill your specific request, unless you give us permission to use it in another manner, for example to add you to one of our mailing lists. We will not share your data with any third party organization.

“Personal Information” is information that identifies you as an individual or relates to an identifiable person, such as name, postal address, telephone number, email address, credit card number, and social media account ID. It does not include strings of code such as browser cookie IDs.

“Subscriber” is any business or entity that subscribes to (or otherwise accesses or uses) our Service.

Personal Information we collect or obtain includes:

- Contact details (e.g., name, address, email, telephone number),
- Personal details (e.g., date of birth, education, nationality),
- Health information relevant to your Pilates or Gyrotonic session and for insurance purposes.

Financial and transaction data (e.g., purchase history, account information, shipping and billing information, etc.),

We **DO NOT** store financial data.

2 How we collect information?

We will only collect information from our clients either over the phone or in person at the time of their first Pilates or Gyrotonic session.

The client may also subscribe on line or through our mobile app whereby they will be alerted to the company's privacy policy and make a voluntary choice to subscribe.

3 How will we use personal information?

Information collected will be used and shared with the teachers and staff at Pilates Plus to facilitate communication with regard to booking of classes, cancellation of classes, receipts and account information.

Only when and if the client agrees will they be added to our mailing list in order for us to inform them of special offers and events taking place at Pilates Plus.

Other personal health information gathered will be used to design personalized Pilates/Gyrotonic sessions and will not be shared or stored by electrical means.

We will never share this information with any third parties unless there is medical reason to do so and consent has been given.

4 Where will we store your information?

Pilates Plus uses software provided by MINDBODY to store all its data. MINDBODY stores all data in servers and backup servers located in the United States. MINDBODY has Privacy Shield certification, which complies with GDPR regulations, related to transferring data outside of the EU.

Each client will also have a handwritten file held in our secure studios 4 and 117.

Upon voluntary subscription to Pilates Plus newsletters, lists will be held by Constant Contact, a wholly-owned subsidiary, Single Platform website to which Pilates Plus subscribes for marketing purposes.

5 Cookie/Tracking Technology

The Site may use cookie and tracking technology depending on the features offered. Cookie and tracking technology are useful for gathering information such as browser type and operating system, tracking the number of visitors to the Site, and understanding how visitors use the Site. Cookies can also help customize the Site for visitors. Personal information cannot be collected via cookies and other tracking technology, however, if you previously provided personally identifiable information, cookies may be tied to such information. Aggregate cookie and tracking information may be shared with third parties.

6 Distribution of information

We may share information with governmental agencies or other companies assisting us in fraud prevention or investigation. We may do so when: (1) permitted or required by law; or, (2) trying to protect against or prevent actual or potential fraud or unauthorized transactions; or, (3) investigating fraud which has already taken place. The information is not provided to these companies for marketing purposes.

7 Improving our service

If you have agreed that we can, staff from Pilates Plus may contact you from time to time by e-mail or by telephone in order to get your feedback on the service we provide to you.

8 Information about products and services

It is very important to us that we provide you with the highest level of service. In order to help us do this, where you have agreed to receive such information, from time to time we may send you details of products and services, which we think, may be of interest to you.

9 Keeping our records accurate

We aim to keep our information about you as accurate as possible. If you would like to review or change the details you have supplied us with, you may do so at any time by simply contacting us. If you have another query relating to your information, please contact us.

10 Third Party Payment Processor

We currently use third party payment processors as a Third Party Offering for internet based payment services. If you wish to make a payment through MINDBODY Services, your Personal Information may be collected by such processors directly and not by us, and will be subject to the third party's privacy policy. We have no control over, and are not responsible for, third parties' collection, use and disclosure of your Personal Information.

11 Data Retention.

We will retain your Personal Information for as long as needed or permitted in light of the purpose(s) for which it was obtained and consistent with applicable law. The criteria used to determine our retention periods include:

The length of time we have an ongoing relationship with you and provide the Services to you (for example, for as long as you have an account with Pilates Plus or keep using our services).

Whether there is a legal obligation to which we are subject (for example, certain laws require us to keep records of your transactions for a certain period of time before we can delete them); or

Whether retention is advisable in light of our legal position (such as in regard to applicable statutes of limitations, litigation or regulatory investigations).

12 Deleting Information.

You can ask to un subscribe from our mailing lists at any time by using the link at the bottom of all newsletters or by contacting us over the phone or email and making a request.

13 Contact Us

If you have any questions regarding this Privacy Policy you can contact us via email at info@pilates-plus.co.uk, phone on 020 8892 3403 or via mail at:

Pilates Plus
4 Crown Rd
St Margarets
Twickenham
Middx
TW1 3EE

Our Data Controller is

Pilates Plus UK Ltd
Company Reg No 5905612
Registered Address: 35 Coombe Road, Kingston Upon Thames, KT2 7BA

Our Data Protection Officer is Sarah Duley, sarah@pilates-plus.co.uk