



# DATA PROTECTION POLICY



# DATA PROTECTION POLICY



## 1. Purpose of This Policy

This Data Protection Policy outlines how ALISON KILGOUR collects, uses, stores, and protects personal data obtained from clients. The policy ensures that all personal data is processed lawfully, transparently, and securely, respecting the rights of all clients.

## 2. Scope

This policy applies to all personal data collected from clients, prospective clients, and other individuals who engage with ALISON KILGOUR for online personal training services, including but not limited to:

- Health and fitness information
- Contact details (e.g., name, phone number, email address)
- Progress tracking data (e.g., measurements, photos, and performance records)
- Payment information

## 3. Data Collection and Usage

We collect personal data for the following purposes:

- To provide personalised online personal training and coaching programs.
- To monitor and assess progress toward fitness goals.
- To ensure the safety of training programs, considering client health and fitness levels.
- To communicate updates, scheduling information, and relevant resources.
- With explicit consent, to use progress photos and testimonials for marketing purposes.

Lawful Basis for Processing:

Data is collected and processed based on:

- Contractual necessity (to deliver agreed coaching services).
- Legal obligation (e.g., maintaining records for tax purposes).
- Legitimate interests (e.g., improving services).
- Consent (especially for marketing purposes and sensitive health data).

## 4. Data Storage and Security

- Personal data is securely stored in password-protected digital files and secure cloud-based platforms.
- Access to personal data is restricted to ALISON KILGOUR and trusted third parties (e.g., payment processors) where necessary.
- All reasonable measures are taken to prevent unauthorized access, disclosure, or loss of data.
- Sensitive data (e.g., health information) is handled with additional safeguards to ensure confidentiality.

## 5. Data Retention

Personal data will be retained for as long as necessary to provide services and meet legal obligations. After services end, data will be securely deleted after 24 months, unless required for legal purposes or with client consent for longer retention.

# DATA PROTECTION POLICY



## 6. Data Sharing

ALISON KILGOUR will not share personal data with third parties for marketing purposes without explicit consent. However, data may be shared with:

- Service providers (e.g., payment processors, online coaching platforms) solely for service delivery purposes.
- Legal authorities when required by law.

All third parties handling client data comply with relevant data protection regulations.

## 7. Client Rights

Clients have the right to:

- Access their personal data.
- Request correction of inaccurate or incomplete data.
- Request deletion of personal data ("right to be forgotten") where applicable.
- Restrict or object to certain types of data processing.
- Withdraw consent at any time where processing is based on consent.
- Request data portability to transfer data to another provider.

Requests can be made by contacting [alison.kilgour@icloud.com](mailto:alison.kilgour@icloud.com), and responses will be provided within 30 days.

## 8. Marketing and Communications

With client consent, Alison Kilgour may send emails regarding new programs, updates, or promotions. Clients can withdraw consent and unsubscribe at any time by following the opt-out link in communications or by contacting [alison.kilgour@icloud.com](mailto:alison.kilgour@icloud.com)

## 9. Breach Notification

In the event of a data breach that poses a risk to client rights and freedoms, affected individuals and the relevant data protection authority will be notified without undue delay and within 72 hours, where feasible.

## 10. Policy Updates

This policy may be updated periodically. Clients will be notified of significant changes via email or other appropriate communication channels.

## 11. Contact Information

For any questions, concerns, or requests related to this Data Protection Policy, please contact:

Name: ALISON KILGOUR

Email: [alison.kilgour@icloud.com](mailto:alison.kilgour@icloud.com)

Phone: 07730 264 975

Date of next revision - February 2026

[www.alisonkilgour.com](http://www.alisonkilgour.com)  
07730 264 975  
[getfit@alisonkilgour.com](mailto:getfit@alisonkilgour.com)

Revision 1.0 - February 2025

