



PRIVACY POLICY

This Privacy Policy relates to customer data processed and stored by Elevate Pole Fitness Studio/Zara Wharton.

We are committed to an effective and transparent policy controlling how data is collected, stored, and shared. We are also committed to complying with all UK legislation and regulations including the Data Protection Act 1998, and General Data Protection Regulation (GDPR). By using our website, social media, Fitness Studio and services you are consenting to us processing your information in the ways stated here.

This privacy policy outlines what data we collect on our website, when you contact/email us, on our social media pages, at our venue(s) and through any additional services we offer. It also covers why we collect it, how it is stored/looked after, who we share it with and how you can request access to your data and how you can update or delete your data.

What information do we collect and why?

We collect data that is essential to our business, to the safety of our customers and for improvements in our service. We may also collect or share data where there is a legal requirement for collecting or sharing data, for example (but not limited to), an accident/emergency where we may need to provide details of this event to the emergency services or relevant health and safety authorities. We may also collect and process your data in order to operate and improve our business.

We collect may collect data from a number of sources including the following:

- Any personal details you give us or we obtain from third parties.
- Information you type into our website, social media or provide to one of our instructors such as when you register for a class, create and/or update your customer details, provide website/social media activity data, complete a survey or review, make a booking/purchase, visit one of our classes or any related services/events.

This information may include:

- your personal contact details
- your emergency/next of kin contact details
- health & fitness-related data
- gender identification
- details of your transaction/purchases
- customer feedback



- communication preferences

We use this data to:

- respond to any queries and keep in contact with you
- provide you with updates to our services and upcoming events
- manage your account and the services we provide
- meet your personal fitness needs and goals
- update and improve our services

Sensitive data - Contact details, Personal, Health & Fitness Data

We collect any personal/health data you provide to us when registering and signing up for our fitness classes & services. We collect this information to ensure we are offering you the right service and in case this information is needed in an accident or emergency. We may ask you for additional information about your health to ensure that we are able to meet your needs and suggest appropriate modifications to the exercise or service. We may suggest that you obtain detailed advice/treatment from a healthcare professional.

Details of your transactions and Banking data

We collect data for any transactions you carry out digitally or in person for our services e.g. purchase of classes passes, so that we can manage your class bookings and the services you receive from us. Please note that we never store your payment details on our records or website.

Bank card information is processed when payment is made. This data is not stored on our systems and is processed through 3rd party banking systems who follow and comply with the Industry Security Standards. Please read their privacy policy and terms before completing payment.

Cookies, data analytics and information about website visits

We utilize cookies on this website. We use data analytics to capture information about website visits so we can learn more about how and when our customers use the website, this helps us to find & assess ways to improve the website and services for the benefit of our customers. Please see our Cookie Policy for more information. You may choose to reject the use of cookies through your browser settings, however you may not be able to access some or all of the website.

Customer feedback



We will record customer comments and survey data about our performance so that we are able to improve our services and monitor customer satisfaction.

Your communications preferences

We keep a record of any permissions and preferences you give us about what types of communication you would like to receive from us. We collect this data to ensure that any vital updates to the business or its policies are shared; and to inform you of any upcoming events. To update these preferences please email us.

Children's data

All children aged under 18 years must have a parent or guardian's consent before providing personal information or details to us. We do not wish to collect any personal information without consent. Where interest is registered by a parent or guardian this may be stored to review & assess the feasibility of offering children's classes in the future.

How do we store and protect your personal information?

Summary of the key guidelines we use to store and look after your personal data.

- We maintain secure systems to protect your personal information
- All paper forms and documents are organised and securely locked away with access only available to the instructor/(s)
- Your personal health and fitness data will never be shown to a third party without your consent unless there is a legal requirement or medical emergency
- We will adhere to your communication preferences and will quickly update your information or preferences when requested
- All customers are able to review their data and details held upon request and at the earliest convenience
- We will not retain your data for longer than is necessary for legitimate business purposes and we will not request unnecessary data
- Your personal data will never be sold to a third party
- If requested, we will delete or destroy all records in a timely and secure way so long as they do not need to be maintained for legal reasons

How do I request to see my personal data?

Please speak to your instructor during a class/session or send us an email to arrange this.

Retention Policy

We retain personal information as long as we consider it useful to contact you, or as needed to comply with legal obligations. Where data is not needed for legal or statutory



purposes, we will delete or dispose of this information at your request. See the contact us page for our email address to request your data to be updated or deleted. All physical/hard copy documents and forms will be securely disposed of.

Services provided by contracted third parties.

We may share information with third party organisations that provide specific services on our behalf to enhance our services or provide additional services/benefits to our customers. These parties will only be given access to data necessary for them to perform the requested task or service.

HEALTH AND SAFETY

Equipment

- Equipment/poles & stages will be checked regularly for cracks and damage that may impact the safety of the equipment
- Any damaged equipment will be put out of use until it can be repaired, or alternative parts are sourced from the supplier
- Equipment will be suitably spaced to ensure there is enough space between poles and that there is safe distance from walls and ceilings/light fittings

General surroundings

- Any spillages of water etc, will be cleaned in a timely fashion to reduce the risk of slips, trips and falls
- Customers will be asked to place their belongings in a suitable space to prevent the risk of slips, trips and falls
- Customers are advised to take care when using the stairs into the building and the toilet area
- Customers are asked to take all personal belongings and rubbish with them when they leave

Pole safety

- Equipment will be suitably spaced to ensure there is enough space between poles and that there is safe distance from walls and ceilings/light fittings
- Students are advised to be mindful of other students, their surrounding and the equipment around them to prevent the risk of bangs, kicks/hits, slips, trips and falls (in particular the stage bases and extension legs used for stability)
- Alcohol spray bottles and cloths are provided to clean grease and residue from the pole, to reduce slippage and to increase hygiene in pole sharing



- Alcohol spray will be locked away after use
- Students should not attempt to drink or inhale the alcohol spray
- Students are encouraged to use crash/safety mats when performing any moves or transitions up the pole to reduce the risk of injury
- Students are advised to pay full attention to demonstrations and explanations to ensure they know how to safely perform and exits moves
- The instructor will physically spot students into new moves, but students are discouraged from spotting each other as they are not insured or trained to do so
- Students are advised to perform moves adjusted to their level, they must not attempt to perform higher level moves not taught/instructed directly to them by the instructor as they may injure themselves
- Students must not wear jewellery and are advised against wearing moisturisers and lotions
- Students must take care when using the stairs or moving around the room