

# PRIVACY POLICY

Effective Date: 27.01.2025

Business Name: REFORMA STUDIOS LTD

Contact Email: info@reformastudios.co.uk

## 1. Introduction

We are committed to protecting and respecting your privacy. This Privacy Policy outlines how we collect, use, store, and protect your personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

## 2. Who We Are

[Your Business Name] provides wellness and fitness services, including in-person and online sessions. We collect personal data to manage your bookings, deliver our services, and communicate with you effectively.

## 3. Data We Collect

We may collect and process the following personal data:

- Full name
- Email address
- Phone number
- Billing and payment details
- Emergency contact information
- Health or medical information relevant to service delivery (with your explicit consent)
- Usage and interaction data via the booking app (e.g. Momence)
- 

## 4. How We Collect Your Data

Your data is collected when you:

- Sign up or make a purchase via our app or website
- Complete registration or waiver forms
- Contact us via email or phone
- Attend a session or event

## 5. How We Use Your Data

We use your data for:

- Managing bookings and payments
- Communicating changes or updates to services
- Responding to queries or requests
- Providing tailored support and services
- Meeting legal or regulatory obligations

We will only use your data when we have a lawful basis to do so, including your consent, fulfilling a contract, complying with legal obligations, or pursuing legitimate business interests.

## 6. Sharing Your Data

We do not sell your personal data. We may share data with trusted third parties to help provide our services, such as:

- Momence (our booking and payment platform)
- Payment processors
- Authorities, where required by law

All third parties are required to respect the security of your data and comply with data protection law.

## 7. Data Storage and International Transfers

Some of our service providers (e.g. Momence) may store data in the United States or other countries outside the UK. Where this is the case, we ensure that adequate safeguards (such as Standard Contractual Clauses) are in place to protect your data.

## 8. Data Security

We take appropriate technical and organisational measures to protect your data from unauthorized access, alteration, or disclosure. These include:

- Secure servers
- Password protection
- Limited access to sensitive data
- Regular reviews of security procedures

## 9. How Long We Keep Your Data

We only retain your personal data for as long as necessary for the purposes for which it was collected, including legal or reporting obligations.

- Client and booking data: up to 6 years after the last interaction
- Health data: as required for service delivery and then securely deleted

## 10. Your Rights

You have the right to:

- Access the personal data we hold about you
- Request correction or erasure of your data
- Withdraw consent at any time
- Object to or restrict how we process your data
- Lodge a complaint with the Information Commissioner's Office (ICO)

To exercise your rights, please contact us.

## 11. Changes to This Policy

We may update this Privacy Policy from time to time. The latest version will always be posted on our website or made available upon request.

## 12. Contact Us

If you have any questions about this Privacy Policy or how we handle your data, please contact:

REFORMA STUDIOS LTD

Email: [info@reformastudios.co.uk](mailto:info@reformastudios.co.uk)

Phone: 07799227739

Address: 49 High Street, Ascot, SL5 7HG