**Website privacy policy**

This privacy policy sets out how Sarah Wasser Personal Training (“we”) uses and protects any information that the visitor (“you”) give Sarah Wasser Personal Training when you use this website.

Sarah Wasser Personal Training is committed to ensuring that your privacy is protected. Should we 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 with this privacy statement.

Sarah Wasser Personal Training may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 30 June 2017.

**What is non-personal information and how is it collected and used?**

Non personal information is information that cannot identify you. If you visit this web site to read information, such as information about one of our services, we may collect certain non-personal information about you from your computer’s web browser. Because non-personal information cannot identify you or be tied to you in any way, there are no restrictions on the ways that we can use or share non-personal information. What is personal information and how is it collected? Personal information is information that identifies you as an individual, such as your name, mailing address, e-mail address, telephone number, and fax number. We may collect personal information from you in a variety of ways: when you send us an application or other form, when you conduct a transaction with us, when we collect information about in you in support of a transaction. In some places on this web site you may have the opportunity to send us personal information about yourself, to elect to receive particular information, to purchase access to one of our products or services, or to participate in an activity.

**What we collect**

We may collect the following information:

* name
* contact information including email address
* demographic information such as postcode, preferences and interests
* health and lifestyle situation if filling out a PARQ form
* other information relevant to customer surveys and/or offers

**What we do with the information we gather**

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

* Internal record keeping and billing for services.
* To provide you with ongoing service and support
* We may use the information to improve our products and services.
* Any health information will be used to ensure correct programming is made.
* We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
* From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail. We may use the information to customise the website according to your interests.

Personal information collected online may be combined with information you provide to us through other sources. We may also remove your personal identifiers (your name, email address, etc). In this case, you would no longer be identified as a single unique individual. Once we have de-identified information, it is non-personal information and we may treat it like other non-personal information. Finally, we may use your personal information to protect our rights or property, or to protect someone’s health, safety or welfare, and to comply with a law or regulation, court order or other legal process.

**Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we 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.

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

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

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**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

If you undertake online personal training then you will be using an external platform (MyPTHub) and will be entering your details onto this system, to which Sarah Wasser Personal Training has access. MyPTHub have their own legal policies and data retention/protection policies, which can be found [here](https://www.mypthub.net/legal/).

**Controlling your personal information**

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

* whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes
* if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at info@sarahwasser.com

We 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. We may use your personal information to send you promotional information about third parties which we think you may find interesting, if you tell us that you wish this to happen.

You may access, correct, update, and/or delete any personally-identifiable information that you submit to the web site. You may also unsubscribe from mailing lists or any registrations on the web site. To do so, please either follow instructions on the page of the web site on which you have provided such information or subscribed or registered or contact us at info@sarahwasser.com

You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please write to 31 Laurie Crescent, Bristol, BS9 4SZ.

**Data retention and deletion**

[We](https://www.lawinsider.com/clause/data-retention) will process your personal data only as long as is necessary to implement, administer and manage your participation in the programme to which you registered/ provide you with the information requested, or to comply with legal or regulatory obligations. In the latter case, you understand and acknowledge that Sarah Wasser Personal Training’s legal basis for the processing of your personal data would be compliant with the relevant laws or regulations.

When we no longer need your personal data for any of the above purposes, you understand that we will remove it from our systems. You will be kept on the mailing list until which point you unsubscribe. If you have worked with us as a paying client, any personal data received will automatically be deleted 5 years after our final contact. If you wish your details to be deleted sooner then please email info@sarahwasser.com.