

Privacy Policy

Posted January 2022

Welcome, and thank you for your interest in Studio Beyond40 and in the Studio Beyond 40 service.

This Privacy Policy describes what information we gather from you, how we use and disclose that information, and what we do to protect it. By using the Studio Beyond40 services, you expressly consent to the information handling practices described in this policy.

PRIVACY POLICY in accordance with GDPR

What is GDPR?

General Data Protection Regulation (GDPR) is a European law that took effect from 25 May 2018. The legislation will affect anyone living inside the EU and any organisation that holds the data of EU residents. GDPR replaces the Data Protection Act.

Key rights for you as a client of Studio Beyond40:

- Right to be informed. You can ask about personal data, how it is used, and why it is being used at any time.
- Right of access. You can request a copy of personal information we hold about you at any time.
- Right of rectification. You can update (or request updates to) personal information at any time.
- Right of erasure. You may request that we erase your personal data, cease further dissemination of the data, and potentially have third parties

halt processing of the data.

- Right to object. You can request that we cease to process your data based on legitimate interest or for direct marketing.

Information Collected

I collect and process a variety of personal information such as name, contact information, date of birth, health, fit and proper check, bank/financial information. If I take payment from you via payment card I will maintain a transaction history but not your payment card number.

Most of the information I collect will have been provided by you or created through use of our services. I collect this information from you through my website and other portals. I keep a record of communications with you electronically or otherwise and may track whether emails are received or opened by you to ensure you receive the most up to date, relevant information. I aim to be clear when I collect your data and not do anything with it that you wouldn't reasonably expect. Developing a better understanding of my customers and those that support me allows me to use the data that I gather to make better decisions about how I do things. This privacy policy helps me to share with you how I use your data and how you can hold me to account for that.

Where Data is Held

All relevant client digital data is held by the software partner WIX, securely on their servers (and "cloud" based) in the USA. WIX are fully compliant with all EU Legislation pertaining to GDPR.

You have the option to "opt in" to receive Studio Beyond40 Newsletter.

By “opting in” you also allow the software to send you automated e-mail receipts, class and scheduling confirmation and reminders.

Credit/Debit Card information

If you are monthly unlimited member or Personal Training client at Beyond40 then you will have your credit/debit card stored on the WIX software to make monthly payments or buy services. You may also choose to store your card details when purchasing services online. Details of your credit/debit card are encrypted at source and I never see these details, other than the last 4 digits for identifying purposes.

Use of Data

I use your information mainly to provide you with products and services, to understand our customer needs and improve the products and services I offer, and for the day to day running of the business. I also use it to comply with the laws and regulations that apply to me and to protect the business, my customers and employees.

I use profiling and segmentation to ensure communications are relevant and timely, and to provide an ever evolving experience to my customers and the community. When building a profile I may analyse geographic, demographic and other information relating to you in order to better understand your interest and preferences.

Your Rights

Unless you ask me not to, I will tell you about products and services I offer and about opportunities to support me. Occasionally, this may include information about partner organisations. You have a number of legal rights with regard to your data. These include the right to request a copy of the data held by me, to request that mistakes and inaccuracies are

corrected and to request that I stop processing some or all of your personal data for some or all reasons. If you ask me to stop using your data for marketing purposes, I may still contact you for reasons relating to a product or service you have signed up to.

Safety of Data

Your data will be held on my business systems (as noted above). Where possible I do not keep more than one record for each customer. I may need to disclose your details if required to the police, regulatory bodies, specialist advisors or legal advisors. Sensitive information is deleted when no longer needed and access is restricted to those who need to use it.

Records

Due to the nature of my business and the service I provide, it is of necessity, from time to time, that I may keep records of clients health issues they may have disclosed to me in order for me to provide appropriate remedial treatment via the services I provide. These notes are kept in (?) and linked to your account and are accessed only by me. These records are never disclosed to third parties (except on receipt of advance written permission by you) and you have the right, at any time, to request a copy of these files or that they be destroyed. If you cease to be a client of Studio Beyond40, you have the right, under law, to request that these personal health files be made available to you.

Sharing information

I will not share any of your information with any other third parties without your agreement unless required in order to fulfil my contract with you, required by my regulators or allowed by law.

Question and Queries

If you have any questions or queries regarding my

Privacy Policy or compliance with GDPR, you may contact me by e-mailing:
annalisa@studiobeyond40.com

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