

## **Privacy Policy**

### **What is this Privacy Policy for?**

This privacy policy is for this website [www.ostarapilates.com](http://www.ostarapilates.com) and governs the privacy of its users who choose to use it.

The policy sets out the different areas where user privacy is concerned and outlines the obligations & requirements of the users, the website and website owners. Furthermore, the way this website processes, stores and protects user data and information will also be detailed within this policy.

### **The Website**

This website and its owners take a proactive approach to user privacy and ensure the necessary steps are taken to protect the privacy of its users throughout their visiting experience. This website complies to all UK national laws and requirements for user privacy.

### **Types of data we collect**

We collect information provided by you in order to communicate with you and/or to provide a service requested by you or your organisation.

Personal details (such as your name, contact details and email address) which you provide when submitting an enquiry via our website are recorded for a period of 1 year and are used only to contact you in relation to a request for information. We only collect details which are required in order to provide a response to your request.

### **Why we process Personal Data (what is the 'purpose')**

'Process' means we obtain, store, update and archive data.

This includes data received via our website, form submissions (such as enquiry or application forms) and this data is held for the purpose of being able to deliver a service or to respond to a request made through the site.

What is the Lawful Basis for processing Personal Data?

The lawful basis for processing this data is to fulfil our legal obligations, to carry out a requested service or necessary function or to allow us to respond to information requests.

### **Cookies**

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

In line with GDPR regulations, our site takes an explicit consent approach meaning that we take steps to prevent cookies being set on your computer until you have explicitly consented to them. You can block cookies by clicking on the Decline button on our site's cookie notification bar. This appears at the foot of each page and your consent can be revoked or changed at any time.

You can also activate the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

The cookies our site uses currently includes:

Cookie Source	Name	Purpose	Expiry
Google Analytics	_ga	Used to distinguish users by our analytics provider Google Analytics so that we can see how people are using our site	2 years
Google Analytics	_gid	Used to distinguish users by our analytics provider Google Analytics so that we can see how people are using our site	24 hours
Google Analytics	_gat_UA-*	This cookie is used to limit the collection of data on high traffic sites.	10 mins
Our Website	cookieconsent_status	Used to remember your cookie storage preferences	24 hours

## Mailing Lists

Any customers with whom we have an existing and ongoing relationship may be added to our mailing list and we will use your preferred method of communication to let you know about any offers, services and information we feel would be of interest to you or your organisation. You can unsubscribe at any time by clicking on the unsubscribe link provided in any of our emails.

Alternatively, you can email us at [hello@ostarapilates.com](mailto:hello@ostarapilates.com) We will not add you to our mailing list simply because you have enquired about our services.

## Google Analytics

Like many websites, this site uses Google Analytics to track user interaction. We use this data to determine the number of people using our site, to better understand how they find and use our web pages and to see their journey through the website. Google Analytics makes use of cookies but disabling cookies on your internet browser will stop Google Analytics from tracking any part of your visit to pages within this website. Read more about this policy's section on cookies.

## **Email Newsletter**

This website operates an email newsletter program, used to inform subscribers about products and services supplied by this website. Users can subscribe through an online automated process should they wish to do so but do so at their own discretion. Some subscriptions may be manually processed through a prior written agreement with the user.

No personal details are passed on to third parties nor shared with companies/people outside of the company that operates this website.

Email marketing campaigns published by this website or its owners may contain tracking facilities within the actual email. Subscriber activity is tracked and stored in a database for future analysis and evaluation. Such tracked activity may include; the opening of emails, forwarding of emails, the clicking of links within the email content, times, dates and frequency of activity [this is by no far a comprehensive list]. This information is used to refine future email campaigns and supply the user with more relevant content based around their activity.

Subscribers are given the opportunity to unsubscribe at any time through an automated system. This process is detailed at the footer of each email campaign. If an automated un-subscription system is unavailable clear instructions on how to unsubscribe will be detailed instead.

## **External Links**

Our website may contain links to other websites run by other organisations. This privacy policy relates to this website only and we encourage you to read the privacy policy on any of the sites you visit. We cannot be held responsible for the practices and privacy policies of other sites even if you access them from our website.

## **Social Media Platforms**

Communication, engagement and actions taken through external social media platforms that this website and its owners participate on are custom to the terms and conditions as well as the privacy policies held with each social media platform respectively.

Users are advised to use social media platforms wisely and communicate/engage upon them with due care and caution in regard to their own privacy and personal details. This website nor its owners will ever ask for personal or sensitive information through social media platforms and encourage users wishing to discuss sensitive details to contact them through primary communication channels such as by telephone or email.

This website may use social sharing buttons which help share web content directly from web pages to the social media platform in question. Users are advised before using such social sharing buttons

that they do so at their own discretion and note that the social media platform may track and save your request to share a web page respectively through your social media platform account.

### **Shortened Links in Social Media**

This website and its owners through their social media platform accounts may share web links to relevant web pages. By default some social media platforms shorten lengthy urls [web addresses] (this is an example: <http://bit.ly/zyVUBo>).

Users are advised to take caution and good judgement before clicking any shortened urls published on social media platforms by this website and its owners. Despite the best efforts to ensure only genuine urls are published many social media platforms are prone to spam and hacking and therefore this website and its owners cannot be held liable for any damages or implications caused by visiting any shortened links.

### **Use of your information**

We collect information about you in order to communicate with you and provide a service requested by you or your organisation. We will only contact you if specifically requested to do so by you or your organisation.

We will only pass on your details to third parties if specifically requested to and usually in relation to the provision of a requested service.

### **Access to personal information**

You may request to have access to the personal information we hold on you at any time and can do so by putting the request in writing to [hello@ostarapilates.com](mailto:hello@ostarapilates.com). We may issue a small charge for this. You may ask for us to amend or delete this information at any time by contacting us.

### **Disclosure of information to third parties**

We never sell your information on to third parties.

We will not share your information with third parties for marketing purposes.

We may pass on your details to a third party but ONLY when specifically requested by you.

### **Your rights**

You have the right to:

Be informed about the personal data we hold and why we use it

Access a copy of your data that we hold by contacting us directly. We will acknowledge your request and supply a response within one month or sooner

Check the information we hold about you is correct and to make corrections if not

Have your data erased in certain circumstances

Transfer your data to someone else if you tell us to do so and it is safe and legal to do so

Tell us not to actively process or update your data in certain circumstances

### **Storage of your information**

The security of your personal information is important to us and we endeavour to keep your personal details safe at all times. We use SSL to encrypt any personal information transmitted to us via email or through this website and employ best practise methods to keep this information safe.

Whilst we strive to keep this information safe please remember that no method of transmission over the Internet, or method of electronic storage is 100% secure.

### **How long is the personal data stored for?**

The storage of website enquiry data in our website database is deleted after 1 year

What if you are not happy or wish to raise a concern about our data processing?

You can complain in the first instance by contacting us and we will do our best to resolve the matter. Alternatively, you can email us at [hello@ostarapilates.com](mailto:hello@ostarapilates.com). If this fails, you can complain to the Information Commissioner at <https://www.ico.org.uk/concerns>, or by calling 0303 123 1113.

### **Changes to our privacy policy**

We keep our privacy policy under regular review and we will place any updates on this page. This privacy policy was last updated on 22 May 2020.