

# Privacy Policy - HP14 Fitness Ltd

## 1. Who We Are

HP14 Fitness is a fitness facility and training studio operating in England.

Contact details:

Email: [info@hp14fitness.co.uk](mailto:info@hp14fitness.co.uk)

Address: HP14 FitnessLTD, Magnolia Park, Hughenden Valley, Valley Road, High Wycombe, HP14 4LA.

For the purposes of data protection law, HP14 Fitness is the data controller responsible for your personal data.

## 2. What Data We Collect

We may collect and process the following information:

- Personal identification information such as name, email address, phone number, and billing address.
- Account information if you register for memberships, classes, or services.
- Payment information processed securely via third-party payment providers.
- Health or fitness information you voluntarily provide for training purposes.
- Website usage data including IP address, browser type, pages visited, and device information.
- Marketing preferences and communication choices.

## 3. How We Use Your Data

We use your data to:

- Provide gym memberships, bookings, and services.
- Process payments and manage accounts.
- Communicate about bookings, memberships, or updates.
- Improve our website, services, and future mobile applications.
- Send marketing communications where you have opted in.
- Maintain security and prevent fraud

#### **4. Legal Basis for Processing**

We process personal data under the following lawful bases:

- Contract – where processing is necessary to provide services you have purchased.
- Legitimate interests – to operate and improve our business.
- Consent – for marketing communications and optional data collection.
- Legal obligation – where required to comply with UK law.

#### **5. Sharing Your Data**

We may share your data with trusted third parties including:

- Payment processing providers
- Membership management software
- Email marketing platforms
- Website hosting providers
- Professional advisors where necessary

These providers are required to protect your data and only use it for the services they provide to us.

We do not sell personal data.

#### **6. Data Storage and Security**

We take appropriate technical and organisational measures to protect your data from unauthorised access, loss, or misuse.

Personal data is stored securely and retained only for as long as necessary for business or legal purposes.

#### **7. Your Rights**

Under UK GDPR, you have the right to:

- Access your personal data
- Request correction of inaccurate information
- Request deletion of your data

- Restrict or object to certain processing
- Request transfer of your data to another provider
- Withdraw consent for marketing communications

Requests can be made by contacting us using the details above.

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO).

## **8. Requesting Account or Data Deletion**

You have the right to request delete of your personal data help by HP14 Fitness.

You may request:

- Deletion of your website or membership account
- Removal of specific account data
- Full erasure of personal data where it is no longer required for the purpose it was collected

Requests can be made by contacting us using the details above.

To protect your privacy and security, we may need to verify your identity before processing your request. Once verified, we will respond to your request within one month, as required under UK data protection law.

Please note that we may be required to retain certain information where necessary for:

- Legal obligations
- Accounting or tax requirements
- Fraud prevention
- Legitimate business record keeping

Where this applies, the data will be securely retained only for the period required by law and will not be used for other purposes.

If you have an account with HP14 Fitness through a future mobil application, you may also be able to submit a deletion request directly within the application settings where available

## **9. Cookies**

Our website uses cookies and similar technologies. Full details can be found in our Cookie Policy.

## **10. Changes to This Policy**

We may update this policy periodically. The latest version will always be available on our website.

## **11. Contact**

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

HP14 Fitness

Email: [Info@hp14fitness.co.uk](mailto:Info@hp14fitness.co.uk)