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# PRIVACY POLICY

LAST UPDATED: 5 NOVEMBER 2024

## INTRODUCTION

We take your privacy very seriously and are committed to protecting the privacy and security of our clients and website visitors. This privacy notice explains how we collect, use, store, and protect your personal data when you interact with our site ([www.pinnaclestrengthlab.co.uk](http://www.pinnaclestrengthlab.co.uk)) or use our services.

By providing us with your data, you confirm that you are over 13 years of age. Pinnacle Strength Lab Limited is the data controller responsible for your personal data (referred to as “we,” “us,” or “our” in this policy).

For further information on any aspect of this policy, please contact us at [james@pinnaclestrengthlab.co.uk](mailto:james@pinnaclestrengthlab.co.uk).

## Contact Details

- Full name of legal entity: Pinnacle Strength Lab Limited
- Email address: [james@pinnaclestrengthlab.co.uk](mailto:james@pinnaclestrengthlab.co.uk)
- Registered address: 14 Rosings Grove, Medstead, Alton, Hampshire, GU34 5JN.

Please keep us updated if your personal information changes by emailing us.

## WHAT DATA DO WE COLLECT ABOUT YOU?

Personal data refers to any information that can identify an individual. It does not include anonymised data. We may process the following categories of personal data:

- **Communication Data:** Includes any communications you send to us via the contact form, email, social media, or any other form of contact. This is processed for record-keeping, responding to inquiries, and establishing or defending legal claims. Lawful basis: Legitimate interests for effective communication and legal claims.
- **Customer Data:** Includes details such as your name, billing address, delivery address, email address, phone number, purchase details, and payment information. This data is processed to supply goods or services you have purchased and to keep records of such transactions. Lawful basis: Performance of a contract or steps taken at your request to enter into a contract.
- **User Data:** Includes data about how you use our website and any content you post for publication. This is processed to administer our website and ensure relevant content is provided. Lawful basis: Legitimate interests to manage our website and business.
- **Technical Data:** Includes data like IP address, browser type, visit duration, page views, navigation paths, and other technology on the devices you use to access our site. This is collected via cookies and analytics tools to understand website usage and improve site functionality. Lawful basis: Legitimate interests (to enhance our website and develop business strategy).
- **Marketing Data:** Includes your marketing preferences and participation in promotions. Lawful basis: Consent (for new customers) or legitimate interests (for existing customers under PECR).

### **Sensitive Data:**

We collect limited Sensitive Data, specifically related to health, which may include information on medical conditions, dietary preferences, and fitness goals. This data is collected only with your explicit consent and will be used solely to tailor our services to your needs. We will obtain your explicit consent for processing health data, such as via a health questionnaire or consent form upon registration.

### **HOW WE COLLECT YOUR DATA**

- **Direct Interactions:** You may provide data directly by filling out forms, creating an account, subscribing to our services, or participating in promotions.
- **Automated Technologies or Interactions:** We automatically collect Technical Data using cookies, server logs, and similar technologies. For details, please refer to our cookie policy.
- **Third Parties or Public Sources:** We may receive data from third parties, such as analytics providers, social media platforms, and technical and payment service providers. We only use third parties who comply with data protection standards.

### **HOW WE USE YOUR DATA**

We will use your personal data only for the purpose it was collected for or a reasonably compatible purpose if necessary. If we need to use your data for an unrelated purpose, we will notify you and explain the legal basis.

- **Health Data Usage:** Used to assess your suitability for our training programmes and ensure safe service delivery.
- **Marketing Communications:** Used to send you relevant information if you have consented or if we have a legitimate interest. You can update your preferences or opt out at any time.

### **DATA RETENTION**

We retain your personal data only as long as necessary to fulfil the purposes we collected it for, including legal, tax, or regulatory requirements.

- **General Retention Period:** Personal data, including sensitive health data, is retained for two years after a client cancels services. This allows clients who return within this period continuity of service. After two years, personal and sensitive data will be securely deleted or anonymised, unless required by law for tax or audit purposes.
- **Immediate Deletion Option:** Clients can request immediate deletion of their data at any time upon cancellation.

Where data is anonymised, it may be retained indefinitely for statistical or research purposes.

## **YOUR LEGAL RIGHTS**

Under data protection laws, you have rights in relation to your personal data, including rights to request access, correction, erasure, restriction, objection, and data portability. If processing is based on consent, you have the right to withdraw it at any time.

To exercise your rights, please contact us at james@pinnaclestrengthlab.co.uk. We aim to respond within one month. In certain cases, we may require additional information to verify your identity.

## **THIRD-PARTY DISCLOSURES AND INTERNATIONAL TRANSFERS**

We may use third-party service providers (e.g., cloud storage providers, email marketing platforms, and CRM systems) to help manage our business operations. These providers are carefully selected for their commitment to data protection and security.

**Data Transfers Outside the EEA:** If we transfer your data outside the European Economic Area (EEA), we ensure appropriate safeguards are in place, such as Standard Contractual Clauses approved by the European Commission. You may contact us if you require more details on these safeguards.

## **CLIENT TESTIMONIALS AND IMAGE USE**

With your consent, we may use client testimonials, feedback, and images for marketing purposes, including on our website and social media. You may withdraw consent for future use of images or testimonials at any time.

## **CHILDREN'S PRIVACY**

We provide services to individuals under 18 only with the consent of a parent or guardian. We require parental consent to collect and process any personal or health data related to minors. We will never share images or testimonials involving minors without the express, written consent of a parent or guardian.

## **COOKIES AND TRACKING TECHNOLOGY**

Our site uses cookies to enhance user experience and track usage data. We use a consent management tool to allow you to accept or reject cookies, with more details available in our cookie policy.

## **THIRD-PARTY LINKS**

Our website may contain links to third-party websites, plugins, and applications. We encourage you to review each third party's privacy policy, as we do not control their data collection practices.