



## **PRIVACY NOTIFICATION**

ELF Personal Training want to ensure you are aware of the information we collect and hold about you.

ELF Personal Training will process your personal information in order to fulfil the contract for the provision of the personal training service you are considering. Your data will not be shared externally and we will ensure it is appropriately protected at all times.

### **What information do we hold about you?**

- Name and date of birth
- Contact information including, address, email address and telephone number
- Medical information - PARQ
- Personal data - such as your bodyweight and body measurements
- Information you provide by voluntarily completing surveys and feedback forms
- Programme cards and food intake
- Fitness assessment results
- Videos and photos (these will only be used if you give explicit consent to do so)

### **How do we use your information?**

As a client we process your medical/health information under the legal basis of contract. We require this information in order to:

- Ensure that there is no medical reason why you should not take part in an exercise programme
- Train you safely and effectively
- Ensure that we are covered by our insurer to train you

Medical/health information is classed as special category data and therefore we ensure that we have the appropriate security measures in place to keep your data secure.

Personal details, contact details, personal data (weight and measurements), fitness assessment results, programme cards, food intake and any information provided through surveys and feedback forms are processed under the legal basis of legitimate interests. These interests include some or all of the following:

- To provide the best service we can - to be able to tailor and personalise your exercise and nutrition programme so you achieve better results
- To ensure that we are meeting our client's expectations
- To improve our services and communication with clients
- To update clients on information regarding operations and internal communications such as scheduling sessions

Photos and videos of clients are processed under the legal basis of consent. Therefore, we will only store and use this data if you give explicit consent to do so. You have the right to withdraw your consent at any time.

## **Your Rights**

1. The Right to be Informed: you have the right to be informed about the collection and use of your personal data, for example via a privacy notification.
2. The Right to Access: you have the right to access personal data we hold about you.
3. The Right to Rectification: you have the right to have inaccurate personal data rectified or completed if it is incomplete.
4. The Right of Erasure: you have the right to have personal data erased.
5. Right to Restrict Processing: you have the right to request the restriction or suppression of your personal data.
6. Right to Data Portability: you have the right to obtain and reuse your personal data for your own purposes across different services.
7. Right to Object: you have the right to object to the processing of your personal data in certain circumstances. You have an absolute right to stop your data being used for direct marketing.
8. Rights related to automatic decision-making including profiling. Please note: we do not have automated decision making or profiling systems.

If you'd like to know more about your rights, please visit: <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

## **Who else sees my data?**

We do not share your data with third parties unless we are obliged to disclose personal data by law, or the disclosure is necessary for purposes of national security, taxation, or criminal investigation.

## **How long will you keep my data?**

Your data will be held on file for 7 years following the end of the service in accordance with legal requirements.

## **Keeping your data up to date**

You may notify us of any updates, amendments and corrections to your information, or restrict or delete your data (where applicable).

Please note that we may need certain information to enable us to provide the services you ask for, so changes you make to your data or restrictions you ask us to make on how we use your data may affect what services we can provide. If you have any questions on what may be impacted please contact Emma on the contact details below.

## **Complaints**

You have the right to lodge a complaint with the Information Commissioner's Office (ICO) should you believe we are not processing your information in accordance with the law or your request has not been dealt with appropriately.

## **Contact**

Please contact Emma if you have questions about our privacy policy or information we hold about you.

Emma Harris  
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