



## Data Protection and Privacy Policy

*Effective Date: 20<sup>th</sup> March 2025*

### 1. Introduction

Impact Fitness Academy CIC is committed to protecting your personal data and respecting your privacy. This policy explains how we collect, use, and safeguard your information in compliance with the UK General Data Protection Regulation (UK GDPR), Data Protection Act 2018, and other applicable privacy laws.

### 2. Data We Collect

We may collect the following categories of personal data:

- **Personal Identifiable Information:** Name, address, email, phone number, date of birth.
- **Health Information:** Relevant medical details (only when necessary, e.g., for program participation).
- **Demographic Data:** Gender, ethnicity (optional and only for monitoring inclusion).
- **User Activity Data:** When you interact with our website, we may collect IP addresses, cookies, or browsing data (see "Cookies" section).

### 3. How We Use Your Data

We use your personal data to:

- Deliver and improve our programs, activities, and events.
- Communicate with you, including updates on programs and events.
- Monitor and evaluate the impact of our services.
- Comply with safeguarding, legal, and regulatory requirements.
- Respond to queries or complaints.

### 4. Sharing Your Data

We do not sell or share your personal information with third parties for marketing purposes. However, we may share your data:

- With trusted service providers who assist in delivering our services (e.g., IT support, mailing services, delivery partners).
- Where required by law or to protect the rights of our participants, staff, or organisation.

## **5. Storing Your Data**

Your data is stored securely, and we take appropriate technical and organisational measures to protect it. Data is retained only for as long as necessary to fulfil its purposes or comply with legal requirements.

## **6. Your Rights**

You have the following rights under UK data protection laws:

- Access your personal data.
- Request correction or deletion of your data.
- Object to the processing of your data.
- Request data portability.
- Lodge a complaint with the Information Commissioner's Office (ICO) if you believe your data rights have been violated.

## **7. Cookies and Website Analytics**

Our website uses cookies to improve user experience and monitor website performance. You can disable cookies via your browser settings.

## **8. Contact Us**

For queries or concerns about this policy, please contact:

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**Impact Fitness Academy: 07718948378**

Email us at: [info@impactfitnessacademy.com](mailto:info@impactfitnessacademy.com)

Write to us at: 15 James Road, Tyseley, Birmingham, B11 2BA

**(Next review date: 20<sup>th</sup> March 2026)**