

# Privacy Policy

## **PRIVACY POLICY**

At Kings Fitness & Leisure, we are committed to protecting your privacy and handling your personal data transparently and securely.

This policy explains how we collect, use and protect your information in accordance with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

If you have any questions, please contact us at:

Station Road, Cheddar, Somerset, BS27 3AH

Email: [enquiries@kingsfitness.co.uk](mailto:enquiries@kingsfitness.co.uk)

## **WHO WE ARE**

Kings Fitness & Leisure operates this facility and is the data controller responsible for your personal data. Website: <https://www.kingsfitness.co.uk>

## **WHEN DO WE COLLECT INFORMATION?**

We may collect personal information when you:

- Complete a membership agreement
- Make a booking or use our facilities
- Contact us (by email, phone or in person)
- Use our website or leave comments

We may keep a record of correspondence for administrative purposes.

## **WHAT INFORMATION WE COLLECT**

This may include:

- Name and contact details
- Membership and booking information
- Usage of our facilities
- Communications with us
- Website usage data (e.g. cookies, IP address)

In some cases, we may collect health-related information where relevant to your membership or activity.

## **HOW DO WE USE YOUR INFORMATION?**

We use your personal data to:

- Provide services, memberships and bookings
- Manage your account and access to facilities
- Communicate with you regarding services or enquiries
- Improve our services and customer experience
- Carry out administration and record-keeping

We may also use anonymised data for research and analysis.

We do not sell your personal data.

## **PHOTOGRAPHY AND VIDEO RECORDING**

From time to time, we may capture photographs and video footage within our facilities for promotional and marketing purposes, including use on our website, social media channels and printed materials.

This may include general footage of gym areas, classes and activities.

### **What data we collect**

If you are visible in photos or videos, this may include:

- Your image
- Identifiable features

### **Our lawful basis**

- Legitimate interests – for general, wide-angle filming where individuals are not the focus
- Consent – where individuals are clearly identifiable or featured

### **Your rights and choices**

- Clear signage will be displayed when filming is taking place
- You can request not to be filmed or photographed
- You can withdraw consent at any time
- You can request removal of content

Please speak to a member of staff or contact us at [enquiries@kingsfitness.co.uk](mailto:enquiries@kingsfitness.co.uk).

### **Children**

Where children are clearly identifiable, we will seek consent from a parent or guardian before using the footage.

### **Retention**

We retain images and video for as long as reasonably necessary for marketing purposes and review content periodically.

### **Sharing**

Content may be shared on our website, social media platforms and with trusted marketing partners.

Once published online, it may be viewed or shared by others.

## DO WE SHARE YOUR INFORMATION?

We may share your data with:

- Service providers and systems we use to deliver our services
- Trusted partners who support our operations (e.g. IT, marketing)

We ensure appropriate safeguards are in place.

We do not share your data with third parties for unrelated marketing purposes.

## INTERNATIONAL TRANSFERS

Where data is transferred outside the UK (e.g. via online platforms), we ensure appropriate safeguards are in place to protect your information.

## COOKIES

Our website uses cookies to:

- Ensure the site functions properly
- Improve user experience
- Analyse website usage

You can manage or disable cookies via your browser settings. Please note some features may not function correctly if cookies are disabled.

## WEBSITE FEATURES

### **Comments**

When visitors leave comments, we collect the data shown in the form, along with IP address and browser information to help detect spam.

### **Media uploads**

If you upload images, avoid including location data (EXIF GPS), as others may extract this information.

### **Embedded content**

Content from other websites (e.g. videos, images) may behave as if you visited those sites directly and may collect data accordingly.

## HOW DO WE PROTECT YOUR INFORMATION?

We take appropriate technical and organisational measures to protect your data, including secure systems and restricted access.

We retain personal data only for as long as necessary for the purposes it was collected.

## **YOUR RIGHTS**

Under UK GDPR, you have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request deletion of your data (where applicable)
- Restrict or object to processing
- Withdraw consent where applicable

To exercise your rights, contact: [enquiries@kingsfitness.co.uk](mailto:enquiries@kingsfitness.co.uk)

## **COMPLAINTS**

If you are unhappy with how we handle your data, please contact us first.

You also have the right to complain to the Information Commissioner's Office (ICO):

[www.ico.org.uk](http://www.ico.org.uk)

## **CHANGES TO THIS POLICY**

We may update this policy from time to time. Please check this page for the latest version.