SHORE YOGA LTD

PRIVACY POLICY 2026

Effective date: 1 November 2026
Last reviewed: 1 November 2026
Next review: November 2027

1. Who We Are

Shore Yoga Ltd (referred to as “Shore”, “we”, “our” or “us”) is a family-run yoga, fitness and wellbeing business based in Monkseaton, North Tyneside.

Our services include yoga, Pilates, fitness and wellbeing classes, pregnancy and postnatal programmes, family activities, events, workshops, a café and children's play facilities.

Shore Yoga Ltd is the data controller responsible for deciding how and why your personal information is used.

For privacy-related enquiries, contact:

- Email: info@shore.yoga
- Address: 11a Earsdon Road, Monkseaton, Whitley Bay, NE25 9SX

2. What Information We Collect

We may collect and process the following types of personal information:

Contact information

- Name, email address, telephone number and postal address.

Booking and membership information

- Class and event bookings, attendance records, membership details, payment history, preferences, cancellations and waiting list information.

Payment information

- Transaction records and limited payment details necessary to process payments. Payments are handled through third-party providers, including Adyen and Stripe. We do not store full payment card details.

Health and wellbeing information

- Information you voluntarily provide about pregnancy, postnatal recovery, injuries, medical conditions, physical limitations or other health considerations relevant to your participation.

Family and children's information

- Where relevant, a child's name, age, booking details, parent or guardian contact details and information necessary to support their safe participation in classes, workshops and play activities.

Photographs and video recordings

- Images or video recordings taken at classes, events, workshops or within our studio for operational, promotional or marketing purposes, where an appropriate lawful basis and any necessary permissions have been established.

CCTV recordings

- Video and audio recordings captured by CCTV operating at the entrance and within designated café and studio areas for safety and security purposes.

Website and digital information

- IP addresses, browser information, website usage, cookies, tracking pixels and interactions with our online services.

Communications

- Emails, messages, feedback, enquiries, complaints and other correspondence with Shore.

3. How We Use Your Information

We use personal information to:

- Manage class bookings, memberships, payments and waiting lists.
- Organise events, workshops, retreats and family activities.
- Communicate timetable changes, booking confirmations and important business updates.

- Provide appropriate support and consider relevant health information when delivering classes.
- Manage café and play space services.
- Maintain health, safety and safeguarding arrangements.
- Protect our premises, customers, staff and visitors through CCTV.
- Respond to enquiries, feedback and complaints.
- Administer our business and meet legal obligations.
- Improve our services through customer feedback and business analysis.
- Send relevant marketing communications where permitted.
- Share photographs and video content for promotional purposes where the necessary permissions and lawful basis are in place.

4. Our Legal Basis for Using Your Information

We process personal information in accordance with UK data protection legislation.

Depending on the circumstances, our lawful bases include:

Contractual necessity: To manage memberships, bookings, payments and the services you have requested.

Legal obligation: To comply with legal, accounting, employment, health and safety and regulatory requirements.

Legitimate interests: To operate and improve our business, manage customer relationships, maintain security and administer our services, where these interests do not override your rights and freedoms.

Consent: Where you have actively agreed to particular uses of your information, such as certain marketing activities, promotional photography or the processing of health information.

Special category information: Health information is subject to additional protection. We identify an appropriate Article 6 lawful basis and an additional Article 9 condition under UK GDPR when processing this information.

Where we rely on explicit consent, you may withdraw that consent.

5. Photographs, Videos and Social Media

We enjoy sharing what happens at Shore, including our classes, events, workshops and family activities. Photographs and videos help us promote our services and show people what they can expect when they visit.

We recognise that photographs and videos can contain personal information, particularly where children are involved.

Customer photography

- We seek permission before using identifiable customer photographs or videos for promotional or marketing purposes.
- Promotional images may be used on our website, social media channels, email newsletters, printed materials and other Shore marketing.
- Agreeing to photography or promotional use is entirely optional and will not affect your ability to attend classes, events or use our facilities.
- We explain the intended use when requesting permission.
- You can withdraw your permission for future promotional use by contacting info@shore.yoga.

Babies and children

- We seek permission from a parent or person with parental responsibility before using identifiable images of children for promotional purposes.
- Where appropriate, we also consider the child's own wishes and understanding.
- We take particular care with images of babies, children and family activities.
- We avoid publishing children's full names alongside identifiable photographs unless there is a specific and separately agreed reason.
- We will not knowingly publish images that could compromise a child's safety, dignity or privacy.

Photography at classes and events

- We may occasionally arrange photography at Shore classes and events.
- Where promotional photography is planned, we make this clear in advance.
- Customers who do not wish to appear in promotional material can use our existing consent and opt-out arrangements.
- We take reasonable steps to ensure those who have opted out are not included in identifiable promotional images.
- Customers should not photograph or film other participants, particularly children, without their permission.

Social media

- We may share photographs and videos on our own social media accounts.
- If you tag Shore or share content featuring our studio, this does not automatically give us permission to reuse it.
- We will request permission before reusing identifiable customer content.

Permission for promotional photography does not automatically include permission to use an image in AI tools or to create AI-generated versions of a customer or child.

Please contact info@shore.yoga with any questions or to withdraw permission for future promotional use.

6. Artificial Intelligence (AI) and Digital Tools

Shore uses digital tools, including ChatGPT and Canva AI, to support business administration, marketing and content creation.

These tools may assist with:

- Drafting and editing marketing content, newsletters and social media posts.
- Creating promotional materials and planning events.
- Administrative tasks and general business organisation.
- Analysing general business information and anonymised customer feedback.
- Improving website content and customer communications.

Protecting your personal information when using AI

We take care to protect customer information when using AI tools.

- We do not routinely enter identifiable customer information, private correspondence, payment information or confidential health information into publicly available AI tools.
- We do not upload identifiable photographs of customers or children to AI tools for editing, generation or analysis without an appropriate lawful basis and any necessary specific permission.
- We take reasonable steps to ensure personal information is not unnecessarily shared when using AI tools.
- We consider the privacy and security arrangements of AI providers before using tools to process personal information.
- AI-generated content is reviewed by a member of the Shore team where appropriate before publication or use in customer communications.

We do not intend to use AI to make solely automated decisions that have legal or similarly significant effects on our customers.

We will update this policy if our use of AI changes in a way that materially affects how personal information is processed.

7. CCTV and Security Monitoring

CCTV operates at the entrance and within designated areas of Shore Yoga Ltd's studio and café.

Our CCTV system currently records video and audio only as a security measure during the hours of 10pm and 6am.

We use CCTV for purposes including:

- Protecting the safety and security of customers, staff and visitors.
- Helping prevent and investigate theft, damage and other security incidents.
- Protecting our premises, equipment and property.
- Supporting the investigation of incidents where necessary.

CCTV recordings are accessed only by authorised individuals and are not routinely shared with third parties.

Recordings may be shared with the police, insurers or other relevant authorities where there is a legitimate or legal reason to do so.

CCTV recordings are normally retained for up to 30 days and then automatically overwritten or securely deleted. Footage may be retained for longer where necessary in connection with a specific incident, complaint, investigation or legal requirement.

Appropriate signage is displayed to inform customers and visitors that CCTV is operating. This signage should clearly explain that both video and audio recording take place.

You can contact info@shore.yoga if you wish to make an enquiry or request relating to CCTV footage.

8. How We Protect Your Information

We take appropriate technical and organisational measures to protect personal information against unauthorised access, loss, misuse, alteration or disclosure.

These measures include:

- Using trusted third-party payment providers and secure payment processing.
- Restricting access to personal information to those who need it to carry out their role.
- Using appropriate passwords and account security measures.
- Taking care when sharing information electronically.
- Reviewing our data protection and security practices.
- Taking appropriate action if a data security incident occurs.

No method of electronic storage or transmission is completely secure, but we take reasonable steps to protect the information entrusted to us.

9. Sharing Your Information

We do not sell or rent your personal information.

We may share information with trusted third parties where necessary to operate our business and provide our services.

These include:

Booking, membership and website management

- Wix, which supports our website, bookings, memberships and customer communications.

Payment processing

- Adyen and Stripe, which process customer payments and related transactions.

Email and marketing

- Wix, which supports our email marketing and customer communications.

Website analytics and advertising

- Google Analytics, Meta Pixel and other website tracking technologies, where appropriately enabled and subject to applicable consent requirements.

AI and digital services

- ChatGPT and Canva AI, where appropriate for business administration and content creation.

We may also share information with professional advisers, insurers, legal representatives and regulatory authorities where necessary or legally required.

Third-party providers may process information on our behalf or for their own purposes, depending on the service they provide.

Some providers may process information outside the UK. Where this happens, appropriate safeguards will be used in accordance with applicable data protection requirements.

10. How Long We Keep Your Information

We retain personal information only for as long as necessary for the purpose for which it was collected, including any legal, accounting or reporting requirements.

Our retention approach is:

Customer accounts and booking records

- Retained while a membership remains active.
- For former members, retained for up to two years following the end of their membership or their last relevant participation, whichever is later.
- For customers without a membership, retained for up to two years following their last relevant booking or interaction, unless there is a legal or other justified reason to retain the information for longer.

Health and wellbeing information

- Retained while a customer remains an active member where the information is relevant to their participation.
- For former members or customers, retained for up to two years following the end of their membership or last relevant participation, subject to the need to retain information for a specific legal, safeguarding or other justified purpose.
- Health information that is no longer necessary will be securely deleted.

Payment and financial records

- Retained separately for the periods required under applicable financial and tax legislation.

Marketing information

- Retained until you unsubscribe, withdraw consent or the information is otherwise no longer required.

Photographs and videos

- Retained while there is an appropriate reason and lawful basis for their use, or until permission is withdrawn where consent is the lawful basis.

CCTV recordings

- Normally retained for up to 30 days, unless footage needs to be preserved for a specific incident, complaint, investigation or legal requirement.

When information is no longer required, it will be securely deleted or anonymised.

11. Your Privacy Rights

Under UK data protection legislation, you have a number of rights in relation to your personal information.

These may include the right to:

- Request access to the personal information we hold about you.

- Ask us to correct inaccurate or incomplete information.
- Request deletion of your personal information in certain circumstances.
- Request that we restrict how we use your information.
- Object to certain types of processing, including processing based on legitimate interests.
- Request the transfer of information you have provided to us in certain circumstances.
- Withdraw consent where we rely on consent to process your information.

You can exercise your rights by contacting info@shore.yoga.

We will respond to requests in accordance with applicable data protection legislation. Some information may need to be retained where we have a legal obligation or another lawful reason to do so.

If you are unhappy with how we handle your information, you can complain to the Information Commissioner's Office (ICO):

Website: https://ico.org.uk
Telephone: 0303 123 1113

12. Cookies and Website Tracking

Our website uses cookies and similar technologies to ensure it functions correctly, understand how visitors use the website and improve our online services.

We use:

- Essential website cookies.
- Google Analytics to understand website visits and usage.
- Meta Pixel and other tracking technologies to understand advertising performance and website interactions.

Our website uses a cookie consent banner which allows visitors to accept or reject non-essential cookies and tracking technologies.

Non-essential analytics and advertising technologies should only be activated where the visitor has provided the required consent.

You can change your cookie preferences through our website's cookie settings where available.

You can also manage cookies through your browser settings, although disabling certain cookies may affect website functionality.

Further information about the cookies and tracking technologies used will be provided through our website cookie notice.

13. Marketing Communications

We may contact you with information about Shore classes, memberships, events, workshops, offers and other services.

We will only send direct marketing communications where permitted under applicable data protection and electronic marketing legislation.

Where consent is required, we will ask you to opt in.

Where the existing customer soft opt-in applies, we may send information about similar services, provided the relevant legal requirements are met and you have been given an opportunity to opt out.

You can unsubscribe from marketing emails at any time using the unsubscribe link or by contacting info@shore.yoga.

We will continue to send essential service communications, such as booking confirmations, membership administration and important timetable updates, where necessary.

14. Third-Party Websites and Services

Our website, emails and social media channels may contain links to third-party websites and services.

These organisations operate under their own privacy policies and terms. We are not responsible for their privacy practices, and we encourage you to review their policies before sharing personal information with them.

15. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our business, services, technology or legal requirements.

The latest version will be available through our website.

Where changes materially affect how we use your personal information, we will take appropriate steps to bring these changes to your attention.

16. Contact Us

If you have any questions about this Privacy Policy or how Shore Yoga Ltd handles your personal information, please contact:

Shore Yoga Ltd

Email: info@shore.yoga
Address: 11a Earsdon Road, Monkseaton, Whitley Bay, NE25 9SX

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