

Privacy Policy for Shore Yoga Ltd

Effective Date: 11th November 2024

Shore Yoga Ltd (“we,” “our,” or “us”) is committed to protecting the privacy of our customers, staff, and visitors. This Privacy Policy explains how we collect, use, and safeguard your personal information in accordance with UK data protection laws, including the General Data Protection Regulation (GDPR).

1. Who We Are

Shore Yoga Ltd operates as a yoga studio and wellness business based at 5 Earsdon Road, NE25 9SX. For any privacy-related concerns, you can contact us at:

- **Email:** info@shore.yoga
- **Phone:** 07894018501

2. What Information We Collect

We may collect the following types of personal data:

- **Contact Information:** Name, email address, phone number, and postal address.
- **Booking Details:** Information related to your bookings, attendance, and preferences.
- **Payment Information:** Limited payment details necessary for processing transactions (e.g., the last four digits of your card number). We do not store full payment details.
- **Health Information:** Voluntary disclosures about health or injuries relevant to your participation in classes or retreats.
- **Website Usage Data:** IP address, browser type, and pages visited on our website.

3. How We Use Your Information

We process your personal data for the following purposes:

- To manage class bookings, event registrations, and memberships.
- To communicate with you about classes, events, cancellations, or changes.
- To comply with legal obligations, such as health and safety requirements.
- To improve our services and your experience through feedback and analytics.
- To send marketing communications (if you have opted in).

4. Legal Basis for Processing

We process your personal data based on:

- **Consent:** When you sign up for marketing communications.
- **Contractual Necessity:** To provide the services you’ve requested.
- **Legal Obligations:** Compliance with applicable laws.
- **Legitimate Interests:** For service improvement and business operations.

Review Date: 10/11/2024

Next Review Date: 31/01/2025

5. How We Protect Your Information

We implement appropriate technical and organisational measures to secure your personal data against unauthorised access, disclosure, or misuse. These include:

- Encrypted payment processing via trusted third-party providers.
- Restricted access to sensitive data on a need-to-know basis.
- Regular reviews of our data protection practices.

6. Data Sharing

We do not sell or rent your personal data. We may share your information with:

- **Service Providers:** For payment processing, email communications, or class scheduling.
- **Legal Authorities:** If required to comply with a legal obligation.

7. Data Retention

We retain your personal data for as long as necessary to fulfil the purposes outlined in this policy or comply with legal obligations. Afterward, data will be securely deleted or anonymised.

8. Your Rights

You have the following rights under data protection law:

- To access your personal data and request a copy.
- To request correction of inaccurate or incomplete data.
- To request deletion of your data (“right to be forgotten”).
- To restrict or object to processing in certain circumstances.
- To withdraw consent for marketing communications at any time.

To exercise your rights, contact us at info@shore.yoga.

9. Cookies and Website Tracking

Our website uses cookies to enhance your browsing experience. You can manage cookie preferences through your browser settings.

10. Third-Party Links

Our website or communications may include links to external sites. We are not responsible for their privacy practices, so we encourage you to review their policies.

11. Changes to This Policy

We may update this Privacy Policy from time to time. The latest version will always be available on our website.

12. Contact Us

If you have questions or concerns about this Privacy Policy, please contact us at:

- **Email:** info@shore.yoga
- **Phone:** 07894018501
- **Address:** 5 Earsdon Road, NE25 9SX

By using our services, you agree to the terms of this Privacy Policy.

