



## BENDYSTRETCHY PRIVACY POLICY

**BendyStretchy** takes data privacy seriously. This privacy policy explains who we are, how we collect, share and use Personal Information, and how you can exercise your privacy rights. We recommend you read this privacy policy in full to ensure you are fully informed.

### **About Us**

**BendyStretchy** provides Pilates and Yoga exercise services, operating within the UK. The service enables our members to participate in individual and/or group exercise classes, in addition to exercise retreats and/or exercise courses.

### **Information we collect about you**

We receive, collect and store any information you enter on our website or provide us in any other way. In addition, we collect the Internet protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection information and purchase history. We may use software tools to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page. We also collect personally identifiable information (including name, email, password, communications); payment details if and where applicable (including credit card information), comments, feedback, product reviews, recommendations, and personal profile.

### **How we collect information**

When you conduct a transaction on our website, as part of the process, we collect personal information you give us such as your name, address, email address and demographic information such as preferences and interests. Your personal information will be used for the specific reasons stated above only.

### **Why we collect such personal information**

We collect such Non-personal and Personal Information for the following purposes:

1. To provide and operate **BendyStretchy** Services;
2. To provide our Members and Participants with ongoing customer assistance;
3. To be able to contact our Visitors and Members with general or personalized service-related notices, market research gathering and promotional messages;



4. To create aggregated statistical data and other aggregated and/or inferred Non-personal Information, which we may use to provide and improve our respective services;
5. To comply with any applicable laws and regulations.

### **How we store, use, share and disclose your site personal information?**

BendyStretchy.com is hosted on the Wix.com platform. Wix.com provides us with the online platform that allows us to sell our products and services to you. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

All direct payment gateways offered by Wix.com and used by our company adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, MasterCard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of credit card information by our store and its service providers.

### **Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have control over that other website. Therefore, we cannot be responsible for the protection and privacy of any such information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

### **How we communicate with you**

We may contact you to notify you regarding class schedules and class bookings, your account, to troubleshoot problems with your account, to resolve a dispute, to collect fees or monies owed, to poll your opinions through surveys or questionnaires, to send updates about **BendyStretchy**, or as otherwise necessary to contact you to enforce our User Agreement, applicable national laws, and any agreement we may have with you. For these purposes we may contact you via email, telephone, text messages, and postal mail.

### **Controlling your personal information**

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting. You may request details of personal information we hold about you under the Data Protection Act 1998. A small fee



will be payable. If you would like a copy of the information held on you, please contact us by email at [contact@bendystretchy.com](mailto:contact@bendystretchy.com) or write to us at **BendyStretchy**, 2 East Park Farm Drive, Charvil, Berkshire, RG10 9UJ

If you don't want us to process your data anymore, please contact us at [contact@bendystretchy.com](mailto:contact@bendystretchy.com) or write to us at: **BendyStretchy**, 2 East Park Farm Drive, Charvil, Berkshire, RG10 9UJ

### **Privacy policy updates**

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

### **Questions and contact information**

If you would like to: access, correct, amend or delete any personal information we have about you, you are invited to contact us at [contact@bendystretchy.com](mailto:contact@bendystretchy.com) or write to us at: **BendyStretchy**, 2 East Park Farm Drive, Charvil, Berkshire, RG10 9UJ