



Welcome to Personal Best London's privacy notice!

This privacy notice provides information on how Personal Best London collects and processes your personal data when you visit our website to sign up for a newsletter, purchase a product or service.

1. Important information and who we are

Personal Best London is the trading name of Michelle Clinton. Personal Best is the controller of and is responsible for your personal data.

Michelle Clinton is our appointed a data privacy manager. If you have any questions about this privacy notice or our data protection practices please contact Michelle on the details below.

CONTACT DETAILS

Our full details are:

Full name of legal entity: Personal Best London

Name or title of data privacy manager: Michelle Clinton

Email address: michelle@personalbestlondon.com.

Postal address: % Paris Smith LLP, 1 London Rd, Southampton SO15 2AE

2. The data we collect about you

We may collect, use, store and transfer different kinds of personal data about you as follows:

- Identity Data. This is data which includes your name and date of birth
- Contact Data. This is data which includes your home address and email address.
- Financial Data. This is data which includes your bank details so that we can collect your monthly payment subscription. Financial data is not stored by us. We use Stripe, a third party payment processor. Your payment will be processed by Stripe, who collect, use and process your information, including payment information, in accordance with their privacy policies. You can access their privacy policy at <https://stripe.com/gb/privacy>
- Transaction Data. This is data which tells us what you have signed up to, what you have bought from us and what orders are pending.
- Technical Data. This is data which is taken via cookies which are imbedded in the website. It helps us tailor the website to your particular preferences. Our cookie policy comes at the end of this privacy notice.
- Marketing and Communications Data. This is data which tells us what your marketing preferences are, what you have subscribed to and how you want to hear from us.

3. How we use your personal data

We will only use your personal data for the purpose for which we collected it which include the following:

- To register you as a new customer.
- To enable you to participate and fully enjoy the Tribe community, to join us working out, choosing healthy habits and having fun along the way!
- To advertise your views by way of testimonials on our website.
- To process and deliver any orders that you make with us.
- To manage your relationship with us.
- To enable you from time to time to participate in a prize draw, competition or complete a survey.
- To improve our website, products/services, marketing or customer relationships.
- To recommend products or services which may be of interest to you.

4. Our legal basis for processing your data

Under data protection law, we have to identify our legal basis under which we are entitled to process your personal data. We have identified that we have a legitimate interest in processing your personal data in the way set out in this privacy notice. We have to ensure that this legitimate interest is not overridden by your own data protection rights and freedoms and we are happy that you are not prejudiced in any way.

Please note that we do not rely on consent to process your personal data except in the following situation:

1. In relation to direct marketing by electronic means (either email or text or SMS); and
2. Where you have given us any medical information which we need to know about (either allergies or injuries or other medical conditions).

In both situations, we are processing this information with your consent because you have given us this information freely. You are entitled to withdraw this consent at any time by contacting Michelle on the details given above.

5. How we share your personal data

We are legally allowed to share your personal data with external third parties where we have notified you that we may do so. We may update this section from time to time so please do check back in regularly to keep up to date. We share your personal data with the following categories of third party:

1. Other members of the Tribe community who train with you or where you share your views or testimonials on the website;
2. Web providers who host and support the website;
3. [payment providers];
4. Professional services such a accountants and solicitors operating in the usual course of their business;
5. HMRC and other government officials where legally required to do so.

6. International transfers

We do not transfer, store and process your personal data outside the European Economic Area.

7. Retention of data

We retain your personal data for the duration of your relationship with us and then for 6 years thereafter.

8. Your legal rights

You have rights under data protection laws in relation to your personal data including the right to receive a copy of the personal data we hold about you and the right to make a complaint at any time to the Information Commissioner's Office, the UK supervisory authority for data protection issues (www.ico.org.uk).

9. Further details

If you would like more information on we process your personal data please let us know!



Welcome to Personal Best London's cookie policy – we all love cookies, but only the good ones!

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
- **Analytical or performance cookies.** These allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

- **Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.

Please note that the following third parties may also use cookies, over which we have no control. These named third parties may include, for example, advertising networks and providers of external services like web traffic analysis services. These third party cookies are likely to be analytical cookies or performance cookies or targeting cookies:

Mailchimp; Instagram; Facebook; Google Analytics; YouTube

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our website.

Last Updated: 12 June 2020.