

PRIVACY POLICY - THE HOUSE of YOGA

We respect the privacy of all our members. This privacy policy explains how we use the personal information we collect when you join as a member and during your membership with us. This policy applies to you if you have registered to become or are already a member of the House of Yoga. This privacy policy explains how we comply with the law on data protection and your rights for the purposes of data protection.

1. The information we collect about you

The personal information we collect may depend on the type of membership you register for with us.

You may initially provide us with or we may obtain personal information about you including your:

- personal contact details: name, address, phone number, email address;
- date of birth;
- gender;
- details of next of kin, family members, and emergency contacts;
- membership start and end date;
- communication with The House of Yoga; bookings, emails, letters, telephone conversations, and instructions to us;
- any transactions and billing information via credit or debit cards or by direct debit and other payment methods, details of which you provide so that we can receive payments from you;
- identity cards, user names, identification numbers, IP addresses other identification relating to the House of Yoga and IT systems;
- images in video or photographs;
- records of your class types attended and any events presented by us;
- information obtained through electronic means such as swipe card or similar pass cards;
- your marketing preferences from surveys so that we know when and how to contact you;
- records and assessment of any grading or qualifications attained;
- membership with other organisations or clubs.

2. **Sensitive personal information**

We may also hold sensitive personal information in relation to your health and any notified medical condition to include medical records and health information.

This information will only be held with your explicit consent.

3. **How we collect information from you**

We collect personal information about you when you apply to become a member of The House of Yoga and complete its registration form. For clarity a member may also include a person on an introductory offer or just dropping in, so we collect data on anyone registering with The House of Yoga. If you list emergency contact details such as friends or family members, they should also be made aware of our privacy policy and the information we maintain. If you are purchasing any training or programmes from us, this information will be included in your personal data.

4. **How is your information used?**

We may use your information to:

- manage the type of membership contract you have with us using your contact details and dealing with payments and any enquiries;
- process payments for membership renewals, auto renewals and the purchase of any classes, workshops, programmes or products provided by The House of Yoga;
- monitor attendance of classes and programmes purchased;
- notify you of changes to our amenities and programmes;
- provide you with information about your membership package and any programmes or classes that you have requested and that may be of interest;
- send you other marketing information we think you might find useful or which you have requested from us, including our promotions, events, newsletters and membership guides. We will only do this where we have your explicit consent;
- respond to your queries and any observations.

We will retain your membership records for the duration of your membership and after your membership ends for such a time as is required to fulfill our statutory obligations. Personal data will be kept for a minimum of 6 years after which time it will be destroyed. We will only retain records where they may be required for a relevant legal activity such as a claim or in relation to an investigation and then only for the statutory limitation period unless otherwise notified. In some cases this information is held for only 30 days while in others it may be 6 years.

5. **Marketing**

We would like to send you information from time to time about events that may be of interest to you. We will only contact you in accordance with the marketing preferences you have indicated to us. You have a right at any time to stop us contacting you for marketing purposes. You can let us know that you do not wish to be contacted or receive marketing messages by emailing buzz@thehouseofyoga.co.uk.

Please note that if you withdraw your consent this will not affect any use of the data made prior to this date. Please also be aware that the lack or withdrawal of consent may affect the services provided at the time of withdrawal. If you have any queries, please contact the staff at The House of Yoga.

6. Access and update of your data

Your personal data will be treated as strictly confidential. We will not share or divulge your information to third parties for any marketing purposes unless you have requested us to do so. We will only share personal information with our trainers and employees to fulfill your membership agreement with us. We may also be required by law or regulations to comply with any investigation and share information.

Only the personal information that is required to deliver the service to you is disclosed to a third party. When you are using our online payment system, the payment is processed by a specialist in the area of online security of credit and debit transactions who only receives the details necessary to process the transaction. No other personal data is available to the payment processor without consent.

You have the right to request a copy of the information held by The House of Yoga about you. You also have the right to request that personal information is amended or deleted if inaccurate. It is important that the details we hold are accurate and up to date and if any of your details change such as address, email, phone number, please contact us on buzz@thehouseofyoga.co.uk. If you believe that any information we are holding on you is incorrect or incomplete, you can also contact us at 228 - 230 Upper Richmond Road, Putney, London, SW15 6TG. We will promptly correct any information found to be incorrect.

7. Links to other websites

Our website may contain links to other websites of interest such as MINDBODY at www.mindbodyonline.com. This privacy policy only applies to The House of Yoga website. We cannot be responsible for the privacy policy of other sites, so we recommend you review the privacy policy of those as well.

8. Changes to our privacy policy

We regularly review this privacy policy and may update it from time to time. If necessary, we will contact you to seek your consent when required by law.

9. How to contact us

In the event of any query or complaint in connection with the information we hold about you, please email buzz@thehouseofyoga.co.uk or write to us at: 228 - 230 Upper Richmond Road, Putney, London, SW15 6TG.

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