

Privacy Policy

Last updated 8th May 2018

Definitions of used terms

The table below outlines the key words that are used in our Privacy Policy to help ensure you clearly understand the meaning of the document.

- **Individual:**
 - This refers to you, the AYF customer, and who's personal information is held within the AYF customer database.
- **AYF:** Affordable Yoga and Fitness
- **Personal information:**
 - Information that identifies you as an individual, or relates to an identifiable person, such as name, postal address, telephone number, email address, credit card number, and social media account ID. It does not include strings of code such as browser cookie IDs.
- **Consent:**
 - Consent puts the individual in charge by creating a pro-active decision point for the individual to choose whether or not to have their personal information used in a specific way.
 - AYF does not require consent as a precondition of a service, i.e. if you choose to opt-out of marketing activity or email notifications, you will still be able to enjoy AYF services.
- **Legitimate Interest:**
 - Legitimate interest refers to the processing of people's data in ways they would reasonably expect and which have a minimal privacy impact, or where there is a compelling justification for the processing.
 - For example, in order to attend a class, AYF requires a name from the account to hold a booking, allow for sign-in, and ensure any account issues can be resolved.
- **Right of Access:**
 - Individuals have the right to access their personal data and supplementary information.
 - The right of access allows individuals to be aware of and verify the lawfulness of the processing.
- **Right to Rectification:**
 - Individuals have the right to have inaccurate personal data rectified or completed if it is incomplete.
- **Right to Erasure:**
 - Individuals have the right for their personal data to be erased, also known as 'the right to be forgotten'.
- **Right to Object:**
 - Individuals have the right to object to direct marketing and processing for statistical purposes.
 - Please note that AYF never uses an individual's data solely for any analysis activities. Analysis activities only look at group trends. In doing so we can continue to improve our services and offers.
- **Right to Restrict Processing:**
 - Individuals have the right to request the restriction or suppression of their personal data.
 - If the individual chooses to do this on a permanent basis, then we would recommend that the account be deleted permanently.

Summary of your Individual Rights relating to information you share with Affordable Yoga and Fitness

Individual Right	Privacy Policy Comments
Right of Access	Any individual can access their personal data at any time by logging into their account and selecting "Profile". In the event that you cannot access your personal information, please contact AYF at support@affordableyogafitness.com.
Right to Rectification	Any individual can change their personal data at any time by logging into their account, selecting "Profile", and "Edit" either or all of their personal information, billing information, and family member information. In the event that you cannot edit your personal information, please contact AYF at support@affordableyogafitness.com.
Right to Erasure	Any individual can delete their account, and therefore personal data, by contacting AYF Support Team at support@affordableyogafitness.com and requesting that their account be deleted. The Support Team will confirm they have received your email, that the action has been completed, and with proof of the account no longer existing in the form of an attached screenshot. All account deletion requests will be actioned within 36hrs.
Right to Object	Any individual has the right to object to any marketing activity, and receipt of email notifications regarding class and schedule changes by choosing not to opt-in to such activity either at the time the account is created, or at a later date by accessing your online account and selecting "Profile", and "Edit" personal information, and de-selecting the opt-in boxes. Any individual has the right to object to their stored card details being used by AYF to process any transactions be it purchase or credit. In the event that you have any other queries relating to the right to object to the processing of your personal information, please contact AYF at support@affordableyogafitness.com.
Right to Restrict Processing	Any individual has the right to restrict processing for any marketing activity, and receipt of email notifications regarding class and schedule changes by choosing not to opt-in to such activity either at the time the account is created, or at a later date by accessing your online account and selecting "Profile", and "Edit" personal information, and de-selecting the opt-in boxes. Any individual has the right to restrict the processing of their stored card details by AYF. In the event that you have any other queries relating to the restricted processing of your personal information, please contact AYF at support@affordableyogafitness.com.

Personal information held by Affordable Yoga and Fitness

The table below summarises what Personal Information Affordable Yoga and Fitness holds, and how it is processed.

Data	When is the data collected	How is the data collected	Is the data required for account creation
First Name	Account creation	Provided by the individual	Yes
Last Name	Account creation	Provided by the individual	Yes
Birthday	Account creation	Provided by the individual	Yes
Address	Account creation	Provided by the individual	Yes
Telephone number	Account creation	Provided by the individual	Yes
Gender	Account creation	Provided by the individual	Yes
Interested in Yoga and Fitness	Account creation	Provided by the individual	Yes
Primary reason for visiting	Account creation	Provided by the individual	No
Level of experience	Account creation	Provided by the individual	No
Email	Account creation	Provided by the individual	Yes
Card payment details	Post account creation	Provided by the individual	No

How is your data used?

Data	How is the data used	Lawful basis for processing	Explanation of usage
Name	Account queries from the individual	Legitimate Interests	To allow the AYF HQ team to be able to search the customer database to return a customers account details when they have contacted AYF with an account query.
Name	Account queries from the business	Legitimate Interests	To allow the AYF HQ team to be able to search the customer database to return a customers account details when to cross reference customers have appeared on the unpaid report and reconcile payments allowing customers to continue to use AYF services, and so AYF can collect outstanding account debts.
Name	Signing customers into classes	Legitimate Interests	To allow the AFY Teacher and HQ teams to sign customers into a class ensuring the customers credit is appropriately assigned to the correct class.
Birthday	Marketing	Consent	To give AYF permission to contact the individual on the day of their birthday offering them specific promotional offers.
Birthday	Statistical analysis	Legitimate Interests	To allow AYF to analyse the customer database and look for trends relating to age groups, and types of classes, number of classes attended, time of classes, and locations to help AYF improve its services and offers. Note that AYF never analyses trends relating to an individual.
Address	Marketing	Consent	To give AYF permission to contact the individual offering specific promotional offers related to their home location.
Address	Statistical analysis	Legitimate Interests	To allow AYF to analyse the customer database and look for trends relating to location groups, and types of classes, number of classes attended, time of classes, and locations to help AYF improve its services and offers. Note that AYF never analyses trends relating to an individual.
Telephone number	Emergency contact	Legitimate Interests	To allow AYF to contact an individual directly in urgent situations when email contact has failed, for example suspected card payment issues such as fraud, personal belongings being found after a class, or last minute class cancelations.
Gender	Marketing	Consent	To give AYF permission to contact the individual offering specific promotional offers related to their home location.
Gender	Statistical analysis	Legitimate Interests	To allow AYF to analyse the customer database and look for trends relating to "Gender" groups, and types of classes, number of classes attended, time of classes, and locations to help AYF improve its services and offers. Note that AYF never analyses trends relating to an individual.
Interested in Yoga and Fitness	Marketing	Consent	To give AYF permission to contact the individual offering specific promotional offers related to their different interests.
Interested in Yoga and Fitness	Statistical analysis	Legitimate Interests	To allow AYF to analyse the customer database and look for trends relating to "Interest" groups, and types of classes, number of classes attended, time of classes, and locations to help AYF improve its services and offers. Note that AYF never analyses trends relating to an individual.
Primary reason for visiting	Marketing	Consent	To give AYF permission to contact the individual offering specific promotional offers related to their reasons for visiting AYF.
Primary reason for visiting	Statistical analysis	Legitimate Interests	To allow AYF to analyse the customer database and look for trends relating to "Primary reason for visiting" groups, and types of classes, number of classes attended, time of classes, and locations to help AYF improve its services and offers. Note that AYF never analyses trends relating to an individual.
Level of experience	Marketing	Consent	To give AYF permission to contact the individual offering specific promotional offers related to their levels of experience.
Level of experience	Statistical analysis	Legitimate Interests	To allow AYF to analyse the customer database and look for trends relating to "Levels of experience" groups, and types of classes, number of classes attended, time of classes, and locations to help AYF improve its services and offers. Note that AYF never analyses trends relating to an individual.
Email	Marketing	Consent	To give AYF permission to contact the individual offering specific promotional offers and newsletters related to their demographic information.
Email	Managing unpaid	Legitimate Interests	To allow AYF to contact the individual directly with outstanding unpaid credits on their account. The following auto emails are considered operational, and will be sent regardless of whether a client has opted out of communication preferences: - Appointment Confirmation - AutoPay Failed Notification - Client Schedule - Forgot Login Information - Gift Card Delivery Email - Purchase Receipt
Email	Class and schedule notifications	Consent	To give AYF permission to contact an individual with class and schedule notifications. To give AYF permission to contact an individual to solicit feedback about classes they have attended and the teachers to help AYF improve its offer, and select the right teachers to join the AYF teaching team.
Card payment details	Processing payments and credits	Consent	To give AYF permission to use stored card details to process payments and credits. Note that this is not an opt-in, but agreed at the time between AYF and the individual. The individuals card details will never be processed with the consent of the individual.

Third Party Vendors

Below details our current third-party suppliers that may either directly or indirectly collect information from you. Please review the relevant privacy policies further information on how each third party handles your Personal Information:

Third Party Name	Privacy Notice Link
Mindbody Online	https://www.mindbodyonline.com/privacy-policy
Constant Contact	https://www.constantcontact.com/legal/privacy-statement
PaySAFE	https://paysafeescrow.com/privacy-policy/

Key Contacts

- **Affordable Yoga and Fitness Founder and MD:**
 - Anna Khuade
 - anna@affordableyogafitness.com
- **Data Protection Controller:**
 - Jacquelyn Salvador
 - management@affordableyogafitness.com
- **Affordable Yoga and Fitness Support Team:**
 - support@affordableyogafitness.com