

Privacy Policy

Last updated: 6th of October 2026

Introduction and Summary

This policy relates to Lisa Roy, trading as Pilates with Lisa Roy ("I", "me" or "my"). It explains what personal information I collect when you book, enquire or get in touch, how I store and use it, and how I keep it safe.

There's quite a lot of detail here, but it's your legal right to know exactly what happens with your information. I've tried to keep it simple and honest. This policy also explains how cookies may affect your experience on my website and booking system, and how you can opt out of my marketing at any time.

UK GDPR and Data Protection

I collect and hold some of your personal and contact information so that I can run classes, courses and services safely. You can ask me to change how I use your information, or opt out of certain things, at any time by emailing me at Pilatesbylisaroy@outlook.com

If you choose to opt out of certain things, I may not be able to offer you some or all of my services. For example, I can't safely run a class for you without health information, and I can't confirm bookings without a way to contact you.

In this policy, "data" means any personal details I collect from you. I may need to update this policy from time to time. If there are any significant changes that affect you as a client, I'll let you know by email. You can read the latest version at any time at www.pilatesbylisaroy.com

The lawful reasons I use your data

Data protection law says I must have a good reason to collect and use your information. Mine are:

Consent

Sometimes I use your information because you've said yes. For example, when you tick a box to receive my newsletter, or when you give permission for me to share a photo or video of you.

Contractual obligation

Sometimes I need your information to deliver what you've booked. For example, if you book a class, course or 1 to 1 session, I need your name, email address and phone number to confirm your place and contact you about it.

Legal compliance

If the law requires it, I may need to collect, keep or share your information. For example, keeping financial records for tax purposes.

Legitimate interests

Sometimes I use your information in ways you'd reasonably expect in order to run my business, as long as it doesn't unfairly affect your rights. For example, emailing you about a class you've booked, a timetable change, a cancellation or an important update.

Health information

Pilates is a physical activity, and to teach you safely I may ask about injuries, pregnancy or postnatal recovery, medical conditions, medication or anything else that might affect how you move. This is called special category data, and I treat it with extra care.

I only collect health information that's relevant to keeping you safe in class. I only use it for that purpose, I never share it with anyone else unless it's needed in an emergency or the law requires it, and I store it securely. The lawful basis for this is your explicit consent, which you give when you complete my health screening form. You can withdraw that consent at any time, though I may then be unable to teach you safely.

Please don't feel you have to share anything you're not comfortable with. If you'd rather tell me something in person than write it down, just say.

When do I collect your data?

- When you book a class, course, workshop, event or 1 to 1 session
- When you buy a class pass, membership or any other product from me
- When you join my mailing list
- When you complete a health screening form or registration form
- When you contact me with a question or feedback by email, phone, text, social media or in person
- When you complete a survey or questionnaire
- When you attend a class and I record your attendance

What data do I collect?

Depending on what you do with me, I may collect:

- Your name
- Your email address and phone number
- Your postal address, if needed for invoices or a purchase
- Health and injury information (see above)
- An emergency contact name and number
- Your booking and attendance history
- Payment details (these are handled by my payment provider, and I never see or store your full card details)
- Your opinions and feedback if you complete a survey or leave a review
- Photos or videos, only if you've given permission

It's always up to you what you choose to share with me, but some information is essential for me to meet my obligations to you as a client.

Third party companies I use

I use a few other companies to help me run my business. [Check and edit this list so it matches what you actually use.]

- For my website and online bookings: [Wix / MyPtHub]
- For online payments: [Stripe]
- For email and file storage: [Google / Microsoft / MyPtHub]
- For email newsletters: [Wix/MyPtHub]
- For online classes and sessions: [Zoom]

- For social media and marketing: Facebook, Instagram, LinkedIn and Google

Each of these companies has its own privacy policy, which I'd encourage you to read:

- Zoom: <https://www.zoom.us/privacy>
- Facebook: <https://www.facebook.com/policy.php>
- Instagram: <https://help.instagram.com/519522125107875>
- LinkedIn: <https://www.linkedin.com/legal/privacy-policy>
- Google: <https://policies.google.com/privacy>
- Wix: <https://www.wix.com/about/privacy>
- MyPTHub: <https://www.mypthub.net/legal/privacy-policy/>

If you email me, I'll see your email address and may ask for further details, such as your phone number, so I can help you properly.

How and why do I use your data?

I only collect what I genuinely need. To meet my commitment to you as a client, I'll use your email address and mobile number to:

- Confirm your bookings and send reminders
- Let you know about class changes, cancellations or urgent notices
- Send invoices or receipts, or chase any outstanding payments
- Tell you about changes to my policies or procedures
- Share any other information that directly affects you as a client

I'll only send you marketing or promotional emails if you've said I can. I sometimes send newsletters about new classes, courses, timetables and offers. You can change your mind and stop these at any time by emailing me at [Pilatesbylisaroy@outlook.com] or using the unsubscribe link in any email.

Please be aware that some requests may mean I can't continue to provide your service. For example, if you're a current client and ask me to delete your email address and phone number, I won't be able to contact you about class changes or bookings. In situations like this, I may need to explain why I can't fully action a request.

If the law requires it, I may share your data with the police or a court. For example, if I receive a court order.

Direct marketing and opting out

Only I can see your personal data, and only where it's needed for my work.

I'll only ever contact you with relevant, honest marketing if you've given consent. If you have, I may occasionally email or text you about things I think you'd genuinely be interested in, such as new classes, courses, workshops, events or offers. To do this, I may upload your email address to my email marketing system. I'll never send you marketing if you haven't agreed, and you can opt out at any time.

To stop receiving marketing, email me at pilatesbylisaroy@outlook.com or click unsubscribe in any email. If you opt out, you'll still receive important information about classes you've booked, but you won't hear about new offers or updates.

How I protect your data

Keeping your information safe matters a lot to me. My devices are password protected, as are the accounts I use for the third party services above. Paper forms, if I use them, are kept securely and not left lying around.

For data protection purposes:

- I am the Data Controller.
- The companies listed above are Data Processors who store or handle data on my behalf.

I have chosen these companies carefully and they each have their own security measures.

How long will I keep your data?

I only keep your information for as long as I need it - 7 years for insurance and tax purposes.

- Contact details and booking history: while you're an active client, and for up to [12 months] after you stop attending, so I can get in touch about new classes if you'd like me to. After that, I'll delete them.
- Health screening forms: while you attend my classes, and for up to [7 years] afterwards. This is a recommended period for fitness professionals and relates to insurance and safety records.
- Financial records, invoices and payment details: up to 6 years, which is a legal requirement for tax purposes.
- Marketing information: until you unsubscribe or ask me to remove you.
- Emails and messages: deleted after 12 months unless there's a reason to keep them, for example an ongoing booking or a financial record.

Third party companies have their own retention periods, which may differ from mine.

Who do I share your data with?

I don't sell your data, and I don't share it with any third party other than the companies listed above who help me run my business. I only use your information for my own business purposes.

I may need to share information with the authorities, or for another legal reason, in which case I don't need your consent. I might also share information in an emergency, for example calling an ambulance and giving your emergency contact details if you were taken unwell in class.

Where your data may be processed

I'm based in the UK. Some of the companies I use may process data outside the UK or the European Economic Area before it reaches me. Where that happens, they're responsible for protecting it in line with data protection law. Please check their privacy policies for more details.

I may also occasionally communicate with you privately by email, text, WhatsApp or social media messages to do things like update a booking at short notice or arrange a class.

Social media

I have public pages and accounts on social media platforms such as Facebook and Instagram, which anyone can see. If you comment or share personal details there (for example your name, phone number or address), other people may be able to see them too. Please don't share anything sensitive, especially health information, on my public pages. If you need to tell me something personal, please email or message me privately instead.

Each platform has its own privacy policy:

- Facebook: <https://www.facebook.com/about/privacy/update>
- Instagram: <https://help.instagram.com/519522125107875>

Photography and videography

I'll only take, use or share photos or videos of you for marketing if you've given me permission. If you've said yes and later change your mind, just let me know and I'll remove them where I can.

Your rights

It's important you know your rights. I'm not a legal expert, but my understanding is that you can ask me:

- To see the personal data I hold about you, free of charge
- To correct anything that's wrong, for example a phone number or email address
- To delete your data, in certain circumstances
- To stop sending you marketing or promotional material
- To restrict or object to the way I use your data

To make any of these requests, email me at [your email address]. Please allow up to 30 days for me to process it. You may still receive a message or two in that time while my systems catch up. If I can't do what you've asked, I'll let you know why.

If you've ever given me consent to use your data, you can withdraw it at any time using the contact details above. If I'm relying on legitimate interests to use your data, you can ask me to stop, and I'll do so unless I have a genuine reason to continue. You can stop marketing at any time, even if you've said yes before, and I will always respect that.

Cookies

Cookies are small text files that websites place on your device. They give the website owner information about visitors, such as what time of day people visit and how long they stay. They can also be used to make a website better.

I don't use many cookies. The main one is:

Google Analytics

This collects anonymous information about how visitors use my website, such as how many people visit and which pages are most popular. I use this to improve my website.

To learn more about cookies, visit www.allaboutcookies.org. You can opt out of Google Analytics tracking at <http://tools.google.com/dlpage/gaoptout>.

By continuing to use my website without changing your cookie settings, you agree to the use of cookies as described here. Some cookies are strictly necessary, such as those that remember your language or settings. Cookies are not harmful and don't contain sensitive information like your date of birth, address or card details.

My website is hosted by [Wix / MyPtHub], so please refer to their privacy policy for how they use cookies. If you use any external site linked from mine, such as a payment or booking provider, please check their privacy and cookie policies too. I'm not responsible for the content of external sites.

You can manage cookies through your browser settings:

- Firefox: <http://support.mozilla.org/en-US/kb/>
- Safari: <https://support.apple.com/kb/PH19214>
- Chrome: <http://support.google.com/chrome/bin/answer.py?hl=en&answer=95647>
- Edge: <https://support.microsoft.com/en-us/microsoft-edge>

If you disable cookies, parts of my website and the third party sites I use may not work as well.

Contact me

I've done my best to make this policy clear. If you have any questions or want to talk about it, please get in touch:

Email: Pilatesbylisaroy@outlook.com]

To find out more about data protection, or to make a complaint, visit the Information Commissioner's Office at www.ico.org.uk.