

GDPR and Inner Strength Fitness Privacy Policy

Principles of GDPR:

Article 5 of the GDPR requires that personal data shall be:

- a) Processed lawfully, fairly and in a transparent manner in relation to individuals;
- b) Collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes; further processing for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes shall not be considered to be incompatible with the initial purposes;
- c) Adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed;
- d) Accurate and, where necessary, kept up to date; every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased or rectified without delay;
- e) Kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed; personal data may be stored for longer periods insofar as the personal data will be processed solely for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes subject to implementation of the appropriate technical and organisational measures required by the GDPR in order to safeguard the rights and freedoms of individuals; and
- f) Processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures.

Article 5(2) requires that: the controller shall be responsible for, and be able to demonstrate, compliance with the principles.

Inner Strength Fitness Privacy Statement

We respect privacy and your rights to control your personal data. Our principle guidelines are simple. We will be clear about the data we collect and why. We sacredly protect your data. We do not and will not sell your data to third parties.

The prime purpose of collecting your data is to provide you with the most effective and responsive client support if something goes wrong.

This Privacy Statement (the 'Statement') explains the personal information we collect from you, either directly or indirectly, and how we will use it. Personal information is any information that can be used to identify you or that we can



link to you. The Statement also elaborates on the choices you can make about the data we collect, and how you can control these decisions. It applies to all services offered by Inner Strength Fitness. It also applies to any Inner Strength Fitness related websites and social media, as well as other offline interactions, such as attending a Inner Strength Fitness class or event (collectively referred to as, 'Services' and is inclusive of Kangaroo Fitness™). Please read this Statement carefully to understand how Inner Strength Fitness may collect, use and share your personal information. The terms 'we', 'us', or 'ISF' are each intended as reference to Inner Strength Fitness.

The Types of Personal Information We Collect

Information you provide to us

We collect information you voluntarily provide to us, such as your name, phone number and email address; for instance, when you want to learn more about Inner Strength Fitness Services or when you contact us for assistance.

Information we collect automatically

We automatically collect information about you. We may, for example, collect information about your general geographic location and whether you interact with content available on our websites and how.

Information obtained from other sources

We may receive information about you from other sources, including third parties, such as service partners and partners with whom we offer co-branded services or engage in joint-marketing activities. We may also receive information about you from social media platforms, for instance, when you interact with us on those platforms. We protect data obtained from third parties according to the practices described in this Statement and we also apply any additional restrictions imposed by the source of data.

How We Use Personal Information

ISF uses the data we collect to provide you with the Products and Services we offer, which includes using data to improve and personalise your experiences. We also use the data to communicate with you, for example, informing you about your account, new products or services available.

ISF uses the data for the following purposes:

- Providing our Product Experience
- Client Support
- Product Improvement
- Security, Safety, and Dispute Resolution
- Business Operations
- Communication, Marketing and Advertising



Providing our Product Experience

We use data to provide, operate, support and improve the ISF Products and Services we offer. This processing is necessary for the performance of the agreement we have with you.

Client Support

We use data to respond to client enquiries, diagnose problems and provide other care and support services. This processing is necessary for the performance of the agreement we have with you, as well as to serve our legitimate interest.

Service Improvement

We continually use data for research purposes and to develop and improve our ISF Products and Services, including maintaining and improving the performance of our ISF Products and Services, developing and adding new features or capabilities. This processing is necessary to serve our legitimate interest.

Security, Safety and Dispute Resolution

We use data to protect the security and safety of our ISF Products and our clients, to detect and prevent fraud, to resolve disputes and enforce our agreements. This processing is necessary to serve our legitimate interest.

Business Operations

We use data to develop aggregate analysis and business intelligence that enable us to operate, protect, make informed decisions, and report on the performance of our business. This processing is necessary to serve our legitimate interest.

Communication, Marketing and Advertising

We use the data we collect to deliver and personalise our communications with you. For example, we may contact you by email or other means of electronic communication to inform you about new ISF Products or Services, security or software updates, update you on a support issue, invite you to take part in a survey. This processing is necessary to serve our legitimate interest.

How We May Share Personal Information

ISF does not and will not sell personal information about our clients. We only disclose your data as described in this Statement. We may share information with the following types of third parties.

Third Party Vendors

ISF uses a select number of third-party vendors to carry out services like website management and hosting, online Product services and email communications. We only share your personal data as necessary. To

Last updated: February 2019

complete a transaction, provide a Product or Service you have requested or authorized and only with vendors or agents working on our behalf for the purposes described in this Statement. In this case, your personal information will be shared with these agents or contractors but only for the purpose of performing services on behalf of ISF and in accordance with this Statement. It is our legitimate interest to process your personal data for these purposes.

Compelled Disclosure

When legally required, strictly necessary for the performance of the services or to protect our rights, or the rights of our affiliates or users, we disclose your personal information to law enforcement authorities, investigative organisations, our affiliates or in legal proceedings.

Security

ISF is committed to protecting the security of your personal information. However, while we take reasonable precautions to guard the personal information we collect, no security system is impenetrable.

While no Service is completely secure, ISF takes precautionary measures to help prevent information about you from loss, theft, misuse and unauthorised access, disclosure, alteration and destruction. For example, we store the personal data you provide on computer systems that have limited access and that are in controlled facilities. We also ensure that our third-party data centre vendors provide adequate security measures. Additionally, your data is protected with encryption, such as Transport Layer Security (TLS), during transition over the Internet.

Storage

Personal data collected by ISF may be stored and processed in your region, or in any other country where ISF or its affiliates, subsidiaries or service providers are located or maintain facilities. ISF has put in place adequate mechanisms to protect personal information when it is transferred for example by using only companies that are GDPR compliant.

Retention

ISF will retain your personal information for as long as we deem it necessary to enable ISF to provide services to you, to comply with applicable laws (including those regarding document retention), resolve disputes with any parties and otherwise as necessary to allow us to conduct our business. All personal information we retain will be subject to this Privacy Statement and our internal retention guidelines. If you have a question about a specific retention period for certain types of personal information we process about you, please send an email to: Theresa@innerstrengthfitness.co.uk

Your Rights and Choices

Your Rights

We want you to be in control of how your personal information is used by us. Subject to UK law, you can do this in the following ways:

- you can ask us for a copy of the personal information we hold about you;
- you can inform us of any changes to your personal information, or if you want us to correct any of the personal information we hold about you;
- in certain situations, you can ask us to erase, block or restrict the personal information we hold about you, or object to particular ways in which we are using your personal information; and
- in certain situations, you can also ask us to send the personal information you have given us to a third party.

Where we are using your personal information on the basis of your consent, you are entitled to withdraw that consent at any time. Moreover, where we process your personal information based on legitimate interest or the public interest, you have the right to object at any time to that use of your personal information.

We rely on you to ensure that your personal information is complete, accurate and up to date. Please do inform us promptly of any changes to or inaccuracies in your personal information by contacting us. We will respond to your request as soon as possible but certainly within 30 days.

Your Choices

Your Communication, Marketing and Advertising Preferences

You can opt out of receiving direct marketing communications from ISF by following the instructions included in every email sent to you via the "Unsubscribe" tab. We respect your choice, and we will stop sending you promotional emails once you unsubscribe.

Please note, regardless of your communication settings, we will continue to communicate with you regarding changes to terms and conditions, policy updates, routine client service messages such as information about current or past purchase, service interruptions, data breaches or other significant.

How to Contact Us

If you have any questions about the use of your personal information, please email us at: theresa@innerstrengthfitness.co.uk

Unless otherwise stated, ISF is a data controller for personal data we collect through our Services subject to this Privacy Statement. Our address is:
Mag-Mel, 1 Treworthal Road, Perranwell Station, Truro, Cornwall, TR3 7QB.

Changes to Our Privacy Statement

ISF may modify or update this Statement when necessary, to reflect client feedback and changes in our ISF Services. Please review it regularly. When we update this Statement, we will revise the 'Last Update' date at the top of the Statement. If there are material changes to the Statement or in how ISF uses your personal data, we will inform you either by posting a notice of such changes, prior to them taking place, or by directly sending you a notification. We encourage you to regularly review this Statement to learn more how ISF is using and protecting your information.

FAQ

The following are basic questions you may have about our privacy statement. We recommend that you read the detailed statement above for additional details.

Why is ISF updating its privacy statement?

We now meet the high standards required by the European Union's General Data Protection Regulation (GDPR) and have updated our privacy statement to reflect that. We also strive to simplify language and remove jargon, to make our privacy statement easier to read and understand.

What is the GDPR?

The GDPR is a regulation intended to strengthen and unify data protection for everyone within the European Union (EU). The GDPR requires greater openness and transparency from companies on how they collect, store and use personal data, while also imposing tighter limits on the use of personal data.

How often do you anticipate updating your privacy statement?

We will update our privacy statement as necessary to ensure that our policies are in line with international regulations, our product and business practices.

How is my information used?

ISF uses data for the following purposes:

- Service Improvement
- Future Service Development
- Client Support
- Security, Safety, and Dispute Resolution
- Service Performance Analysis
- Communication and Marketing

Does ISF sell information to third parties?

No. We never have. And we never will.

Can I opt out of sharing my information with ISF?

Yes, you can opt out of submitting certain types of personal information to ISF. Certain types of data that we collect are a necessity and you will not be



able to opt out from this data collection, sharing and/or processing ('Functional Data').

How do I delete my personal data from ISF and what are the consequences?

You can always send us an email via: Theresa@innerstrengthfitness.co.uk or contact us and request that your data be deleted. Please note, however, that by deleting your personal data your service from ISF may be affected.

How long does ISF keep my information?

ISF retains personal data for as long as necessary to provide Services, support your Product and fulfil transactions you have requested, or for other essential purposes such as complying with our legal obligations, and resolving disputes and enforcing our agreements. Because these needs can vary for different data types in the context of different Products or Services, actual retention periods can vary significantly. For example, we will keep all functional data on file for at least as long as you have an active relationship with ISF.

How is information stored and secured on ISF servers?

ISF is committed to protecting the security of your personal data. We use a variety of security technologies and procedures to help protect your personal data from unauthorised access, use or disclosure. For example, we store the personal data you provide on computer systems that have limited access and are in controlled facilities. Any data we transmit over the Internet is protected using encryption.

How can I contact ISF if I have questions regarding ISF's privacy statement?

If you have any questions about the use of your personal information, please send us an email to: Theresa@innerstrengthfitness.co.uk