



EMS Fitness Limited, trading as Urban Fitness (“We”) are committed to protecting your privacy.

This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please take your time to read this Privacy Policy carefully.

For the purpose of the Data Protection Act 1998 (the “Act”), the data controller is EMS Fitness Limited.

## **1. INFORMATION WE MAY COLLECT FROM YOU**

We may collect and process the following data about you:

- a) Information that you provide by filling in forms on our site: [www.urbanfitness.studio](http://www.urbanfitness.studio) (“Our Site”). This includes information provided at the time of registering to use our site, subscribing to our service. We may also ask you for information when you report a problem with Our Site. If you are entering information on behalf of another person, you should have that person’s consent to use his/her personal information and agree to indemnify us for any claims brought against us by that person;
- b) if you contact us, we may keep a record of the correspondence;
- c) we may also ask you to complete surveys that we use for research purposes. Please note that you are not obliged to respond to them;
- d) details of transactions you carry out through Our Site; and
- e) details of your visits to Our Site including, but not limited to, traffic data, location data, weblogs and other communication data.

## **2. IP ADDRESSES AND COOKIES**

We may collect information about your computer, including where available your IP address and other details about your computer which are automatically collected by our web server for system administration and to report aggregate information to our advertisers. This is statistical data about our users’ browsing actions and patterns, and does not identify any individual.

For the same reason, we may obtain information about your general internet usage by using a cookie file which is stored on the hard drive of your computer. Cookies contain information that is transferred to your computer’s hard drive. They help us to improve our site and to deliver a better and more personalised service. In particular, they enable us:

- a) to estimate our audience size;
- b) to store information about your preferences and allow us to customise Our Site according to your interests; and
- c) to speed up your research.

You may refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies. However, if you select this setting you may be unable to access certain parts of Our Site and so we recommend that you leave cookies turned on.



### **3. WHERE WE STORE YOUR PERSONAL DATA**

The data that we collect from you may be transferred, and stored, outside the European Economic Area (“EEA”). It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy Policy.

All information you provide to us is stored on our secure servers. Any payment transactions will be encrypted using SSL technology.

In case we give you (or in case you choose) a password which enables you to access certain parts of Our Site, you are responsible for keeping this password confidential.

Unfortunately, the transmission of information via the internet is not completely secure and although we will do our best to protect your personal data, we cannot guarantee the security of any data transmitted to Our Site.

### **4. USES MADE OF THE INFORMATION**

We use information held about you in the following ways:

- a) to ensure that content from Our Site is presented in the most effective manner for you;
- b) to provide you with information, products or services that you request from us or which we feel may be of interest to you, where you have consented to be contacted for such purposes;
- c) to carry our obligations arising from any contracts entered between you and us;
- d) to allow you to participate in interactive features of our service, when you choose to do so; and
- e) to notify you about changes to our service.

We may also use your data, or permit selected third parties to use your data, to provide you with information about goods and services which may be of interest to you and we or they may contact you about these by post or telephone.

If you are an existing customer, we will only contact you by e-mail or SMS with information about goods and services similar to those which you previously bought from us.

If you are a new customer, and where we permit selected third parties to use your data, we (or they) will contact you by e-mail or SMS only if you have consented to this.

### **5. DISCLOSURE OF YOUR INFORMATION**

We may disclose your personal information to any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006.

We may disclose your personal information to third parties:

- a) in the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets;



- b) if EMS Fitness Limited or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets;
- c) if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of use or terms and conditions of supply and other agreements; or to protect the rights, property, or safety of EMS Fitness Limited, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

## **6. YOUR RIGHTS**

You are entitled to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing at any time by contacting us at [fulhamroad@urbanfitness.studio](mailto:fulhamroad@urbanfitness.studio).

Our Site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

## **7. CHANGES TO OUR PRIVACY POLICY**

Any changes we may make to our privacy policy in the future will be posted on Our Site and, where appropriate, notified to you by e-mail.

## **8. CONTACT**

Questions, comments and requests regarding this Privacy Policy are welcomed and be sent to [fulhamroad@urbanfitness.studio](mailto:fulhamroad@urbanfitness.studio).