

Our Privacy Policy

The information you have provided is subject to the General Data Protection Regulations (GDPR). The Privacy policy applies to all data collected via our website and in *pilates* services.

Principle Pilates is responsible for all Personal Information held both electronically and in paper records.

Types of Information We Collect

We may collect information from you which can be used to identify you ("Personal Information"), such as your name, address, date of birth, email address, telephone number, medical insurance membership and authorisation numbers. We also hold GP & Consultant details, details of treatment provided, which may include sensitive, personal information such as medical information.

Information will be collected:

- * When you register at the *studio*
- * Throughout your treatment with us
- * When your personal information changes or are updated (for example change of address)
- * If you submit an enquiry to us via email or phone and you have consented to having your details stored.

We may also get information from a third party whom books an appointment on your behalf, such as family members, insurance companies, GP's and Consultants, (e.g. referrals, medical reports, updates after appointments or procedures/surgery, consultant/GP appointments).

In some instances it may be necessary for us to contact third party providers to supplement the personal information you give us (e.g., validate your private medical insurance information with an insurance company, when processing invoices) to help us maintain the accuracy of your data and provide you with a better service.

Collection and use of children's personal information

We only collect personal and medical information required to effectively *teach* children, this information will be obtained from the parent or guardian chaperoning the child for their appointment, records will be stored in line with Data Protection laws and all the confidentiality guidelines issued by the professional bodies such as CSP, HCPC. From the age of 16 patients can consent themselves.

What we do with your information

We hold personal details including medical information and we use this information to obtain details relevant to your *session* and for medical and internal record keeping; this information will only be kept as long as necessary to comply with UK law and professional bodies.

We do not sell your information to third parties. And only share your personal information with third parties (i.e. insurance companies, GP's & Consultants) when required and with your consent/knowledge.

The confidentiality of your personal information is of the utmost importance to us and we comply with the Data Protection laws and all the confidentiality guidelines issued by professional bodies such as CSP, HCPC and Physio First.

We may use your Personal Information, for the following purposes:

Studio Registration/Appointments: We will use your name, address, date of birth, telephone number, and email address to register with Principle Pilates, for the services we provide and to communicate important information to you. We may obtain additional personal information about you, such as address change and changes to your health information, correspondence from other healthcare professionals and insurance companies throughout your *sessions* and also if you return to the *studio* in the future to keep our records current.

Appointment Reminders & Studio News: We may use your information to send confirmation & reminder emails for your appointments and for any correspondence regarding your treatment.

We may contact you from time to time, regarding *studio* news and information about our services.

Response to Legal Requests: Requests from third parties (e.g. solicitors if there is a personal injury claim) we will only photocopy your records and provide electronic records on request providing we have written authorisation from you.

Accessing Your Personal Information: You have the right to access the personal data which we hold on you free of charge and we will provide this information within one month of receipt of request. If the request for data is complex or numerous we reserve the right to extend this period by a further two months.

Updating Your Personal Information

In connection with your right to manage your personal information you provide to us, you may update, change or correct any of your information.

Data Retention

In accordance with and as permitted by applicable law and regulations, we will retain your information for as long as necessary to serve you, to maintain your account for as long as your account is needed to operate our business. We will retain and use your information as required by applicable regulation and information management policies to comply with our legal and reporting obligations, resolve disputes, enforce our agreements, and complete any outstanding transactions and for the detection and prevention of fraud.

Your Access Rights

SECURITY OF YOUR INFORMATION. Keeping your Information safe is important to us.

We have put in place procedural & electronic processes intended to safeguard and secure your information. All staff have a legal duty to respect the confidential information we hold, and access to this information is restricted to those who have a reasonable need to access it.

We provide reasonable and appropriate security measures in connection with securing personal information we collect, for example:

- * Constantly work to update our security practices to implement accepted best methods to protect your Personal Information and review our security procedures carefully.
- * Comply with applicable laws and security standards.
- * Securely transmit your sensitive Personal Information.
- * Train our staff and require them to safeguard your data.
- * Transmit, store, protect, and access all cardholder information in compliance with the Payment Card Industry's Data Security Standards.

How to Contact Us

If you have questions or comments about this Privacy Statement, please contact in writing to:

Principle Physio, Unit 13 Universal Marina, Crableck Lane, Sarisbury Green, Southampton. SO31 7ZN ,

Changes to our Privacy Statements

From time to time we may change or update our Privacy Statements. We reserve the right to make changes or updates at any time. Our up to date Privacy statement will be displayed on our website.

www.principlepilates.com

If we make material changes to the way we process your Personal Information, we will provide you notice via email or website. Please review any changes carefully.