

## **Welcome to Personal Best London's privacy notice**

This privacy notice provides information on how Personal Best London (brand name: TRIBE Stronger) collects and processes your personal data when you visit our website to sign up for a newsletter, purchase a product or service.

### **1. Important information and who we are**

Personal Best London is the trading name of Michelle Clinton. Personal Best is the controller of and is responsible for your personal data. 'TRIBE Stronger' is a brand name managed by Personal Best London.

Michelle Clinton is our appointed a data privacy manager. If you have any questions about this privacy notice or our data protection practices please contact Michelle on the details below.

### **CONTACT DETAILS**

Our full details are:

Full name of legal entity: Personal Best London

Name or title of data privacy manager: Michelle Clinton

Email address: michelle@personalbestlondon.com.

Postal address: % Paris Smith LLP, 1 London Rd, Southampton SO15 2AE

### **2. The data we collect about you**

We may collect, use, store and transfer different kinds of personal data about you as follows:

- Identity Data. This is data which includes your name and date of birth
- Contact Data. This is data which includes your home address and email address.
- Financial Data. This is data which includes your bank details so that we can collect your monthly payment subscription. Financial data is not stored by us. We use Stripe, a third party payment processor. Your payment will be processed by Stripe, who collect, use and process your information, including payment information, in accordance with their privacy policies. You can access their privacy policy at <https://stripe.com/gb/privacy>
- Transaction Data. This is data which tells us what you have signed up to, what you have bought from us and what orders are pending.
- Technical Data. This is data which is taken via cookies which are imbedded in the website. It helps us tailor the website to your particular preferences. Our cookie policy comes at the end of this privacy notice.
- Marketing and Communications Data. This is data which tells us what your marketing preferences are, what you have subscribed to and how you want to hear from us.

### **3. How we use your personal data**

We will only use your personal data for the purpose for which we collected it which include the following:

- To register you as a new customer.

- To enable you to participate and fully enjoy the Tribe community, to join us working out, choosing healthy habits and having fun along the way!
- To advertise your views by way of testimonials on our website.
- To process and deliver any orders that you make with us.
- To manage your relationship with us.
- To enable you from time to time to participate in a prize draw, competition or complete a survey.
- To improve our website, products/services, marketing or customer relationships.
- To recommend products or services which may be of interest to you.

#### **4. Our legal basis for processing your data**

Under data protection law, we have to identify our legal basis under which we are entitled to process your personal data. We have identified that we have a legitimate interest in processing your personal data in the way set out in this privacy notice. We have to ensure that this legitimate interest is not overridden by your own data protection rights and freedoms and we are happy that you are not prejudiced in any way.

Please note that we do not rely on consent to process your personal data except in the following situation:

1. In relation to direct marketing by electronic means (either email or text or SMS); and
2. Where you have given us any medical information which we need to know about (either allergies or injuries or other medical conditions).

In both situations, we are processing this information with your consent because you have given us this information freely. You are entitled to withdraw this consent at any time by contacting Michelle on the details given above.

#### **5. How we share your personal data**

We are legally allowed to share your personal data with external third parties where we have notified you that we may do so. We may update this section from time to time so please do check back in regularly to

keep up to date. We share your personal data with the following categories of third party:

1. Other members of the Tribe community who train with you or where you share your views or testimonials on the website;
2. Web providers who host and support the website;
3. [payment providers];
4. Professional services such as accountants and solicitors operating in the usual course of their business;
5. HMRC and other government officials where legally required to do so.

#### **6. International transfers**

We do not transfer, store and process your personal data outside the European Economic Area.

#### **7. Retention of data**

We retain your personal data for the duration of your relationship with us and then for 6 years thereafter.

#### **8. Your legal rights**

You have rights under data protection laws in relation to your personal data including the right to receive a copy of the personal data we hold about you and the right to make a complaint at any time to the Information Commissioner's Office, the UK supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)).

## **9. Further details**

If you would like more information on we process your personal data please let us know!

Last Updated: 27 March 2024