



Privacy Notice - Version 1, 31/07/2023

INTRODUCTION

At PhoenixFit LTD we are committed to protecting your privacy.

We collect and process personal data about you to provide the services you use, operate our business, meet our contractual and legal obligations, protect the security of our systems and our customers, or fulfill other legitimate interests.

Our Privacy Notice explains how we collect, use, share and protect your personal information. When we update this policy we will post any changes on our website.

In addition when visiting our website we will provide you with “just in time” notices at the moment of data collection.

If you have any queries about this Notice please contact us at PhoenixFit LTD, 21 Commercial way, Wellingborough, Northamptonshire, NN8 1ET. Alternatively send an email to Jamie.connell@Phoenix-gyms.co.uk

IDENTITY OF DATA CONTROLLER

The Data Controller in respect of this Privacy Notice is PhoenixFit Ltd.

WHEN DO WE COLLECT INFORMATION?

We collect your personal information when you:

- Complete an Online Membership Agreement
- Register interest for upcoming Phoenix Gym opening locations
- Book or attend an exercise class or lesson
- Ask us for more information about a product or service, or contact us with a question or complaint
- Take part in a competition, prize draw or survey
- Visit or browse our website. See our [Cookie Policy](#).

- Contact our Member Services support team through telephone, email or online chat
- Send an email to an @phoenix-gyms.co.uk email account
- Use of our facial recognition systems or QR code readers
- You have an accident in our gyms or there was an incident where you were a witness or personally affected
- When you use equipment in the gym such as our vending machines
- When you book classes, courses and inductions
- CCTV – when you are using our gyms. See our CCTV policy.
- When you use the Phoenix Gyms App (see Azeoo policy)
- When our teams take photos of your attendance at the gym, part of an event or in a class (Your permission will be asked beforehand)

When using our gyms CCTV is being recorded 24 hours a day and actively monitored between 8pm and 8am by our internal CCTV team. CCTV is permanently erased after 31 days.

We may also collect, match or acquire information about you from other organisations such as Google and Facebook.

WHAT INFORMATION DO WE COLLECT?

The information we collect is required for the purpose of creating your Member Account and for you to enrol in our gyms. Such information allows you to be identified as a member of Phoenix Gyms and includes:

- Name, date of birth, gender, e-mail address, postal address, telephone number, health declaration and whether you require disabled access
- Credit or debit card information, information about your bank account number and sort code or other banking information. Note that we do not store your bank or credit card details on our web servers
- Your usage records and duration of visits
- Your preferences for particular products or services or interests when you tell us what they are – or when we assume what they are, depending on how you use our products and services
- Your contact with us, such as a note or recording of a call you make to our contact centre, an email or other records of any contact you have with us
- Your membership information – such as dates of payment owed and received, the services you use and any other information related to your account

HOW DO WE USE THIS INFORMATION?

We will use your personal information to provide you with the services, products or information that you have requested, for administration purposes, to improve your website experience, and marketing. We may need to share your information with our service providers, associated organisations and agents for these purposes. We may use your information to:

- Carry out an identity check as part of your membership application.
- Process your membership application through XPLOR, our chosen membership software
- Bill you for using our services as part of your membership
- Keep you informed about our services including operational matters relating to your Membership
- Provide relevant services to you
- Confirm your attendance to exercise classes or lessons
- To allow you to monitor your gym usage in your members area
- Contact you with offers or promotions based on our analysis of how you use our services and what we think will be of interest to you (unless you choose not to receive our marketing messages)
- Respond to any questions or concerns you might have about our services
- Understand how you use our services, to help us develop relevant and updated services
- Carry out research and statistical analysis to monitor how customers use our services
- Prevent and detect fraud or other crimes

We'll store your information for as long as you are a Member of Phoenix Gyms, or following cancellation and to meet legal requirements including financial audit, anti-fraud and money laundering regulations. We will store your information for no more than 6 years from the last activity on the account. An 'activity' can be classified as access into a gym, a payment made on the membership account or a comment added to the membership following contact with Phoenix Gyms. We may contact you about Phoenix Gyms services during this 6 years if you haven't opted out of receiving marketing communications from us.

Opt out

Phoenix Gyms will only send you information relating to your membership. We will not share your data with any 3rd parties for marketing purposes. If you cancel your membership with Phoenix Gyms we will only send you information that we think will be of interest to you. If you want to opt out of receiving marketing messages from us, please visit your profile section within the Members Area of the website. You can choose to opt out of all marketing or select your marketing preferences. Alternatively, if you are no longer a member, and wish to remove your consent to receive marketing please contact by email to Wellingborough@phoenix-gyms.co.uk

DO WE USE COOKIES?

Phoenix Gyms uses cookies (small text files stored in your browser) and other techniques such as web beacons (small, clear picture files used to follow your online activities). These collect information that tells us how you use our websites, web-related products and services. The use of cookies does not give us access to the rest of your computer.

This, in turn, helps us make our website relevant to your interests and needs. We may use a persistent cookie (a cookie that stays linked to your browser) to record your details so we can recognise you if you visit our website again.

Please note however that if you disable our cookies you may not be able to access certain services or facilities on our sites and your use of our sites may be restricted. This could include joining or logging in to your members area.

KEEPING YOUR PERSONAL INFORMATION SECURE

Our team are dedicated to the safety and security of all member information and have been fully trained on processes to keep member data safe as well as the guidelines around GDPR, we will only keep data for as long as it is needed.

We ensure the organisations that provide us with services related to your membership have appropriate security measures and only process your information in the way we have authorised them to. These organisations will not be entitled to use your personal information for their own purposes.

Communications over the internet (such as emails) aren't secure unless they've been encrypted. Your communications may go through a number of countries before being delivered – as this is the nature of the internet. We can't accept responsibility for any unauthorised access or loss of personal information that's beyond our control.

WILL WE DISCLOSE THE INFORMATION WE COLLECT TO OUTSIDE PARTIES?

We may share information about you with:

- Service providers, agents and associated organisations to allow us to service your membership and communicate with you; for example, financial institutions to process payments, and freelance personal trainers when you sign up to classes
- Law enforcement agencies, regulatory organisations, courts or other public authorities where we have a legal obligation to do so

We'll release information if it's reasonable for the purpose of protecting us against fraud, defending our rights or property, or to protect the interests of our customers.

If we're reorganised or sold to another organisation, we may transfer any personal information we hold about you to that organisation. We will inform you if we do.

YOUR PRIVACY RIGHTS

You have the following rights in relation to your data privacy: the right of access; the right of rectification; the right of erasure (the "right to be forgotten"); the right to restriction of processing; the right to be notified; the right to data portability; the right of objection; and the right to not be subject to automated profiling.

Access. You have the right to ask for a copy of the information we hold about you and to have any inaccuracies in your information corrected. Please contact us through email to wellingborough@phoenix-gyms.co.uk, the contact us section of the website or writing to the address below. There is not normally a fee for this service.

Rectification. If you believe we're holding inaccurate information about you, or your personal details change, please update your profile on the Phoenix Gyms App in the member's area. Debit, Credit and Bank account changes can be made in your members area on the Phoenix Gyms App.

Erasure. You have the right to the erasure of the data we hold on you, when it is no longer needed for the purposes of your Membership, or when you withdraw your consent for our processing (and we have no other lawful basis to hold your data).

Restriction. You have the right to ask us to place restrictions on processing your data in certain circumstances.

Notification. You have the right to be notified of any rectification, erasure or restrictions in relation to your personal data.

Portability. You have a right to receive the data we hold on you electronically in a format that allows it to be easily transferred to another data controller.

Object. You have the right to object to data processing of your personal data for direct marketing or profiling purposes.

Profiling. You have the right not to be subject to any decision based on automatic processing of your personal data.

The address to be used to obtain a copy of your personal information is: PhoenixFit Ltd, 21 Commercial way, Wellingborough, Northamptonshire, NN8 1ET. You can also contact us by emailing Wellingborough@phoenix-gyms.co.uk

CHANGES TO THIS PRIVACY NOTICE

We will update this privacy notice to reflect the way in which we process and protect your data. If we do so, we will post notice of the change on our website and you will have the opportunity to adjust your communications preferences via your Member Profile within the Members Area of the website.