



## Peak Pilates - Privacy Policy

By booking into a class with us at Peak Pilates (**Peak, We or Us**) you are automatically agreeing to the following Privacy Policy:

### 1. Privacy Policy

At Peak Pilates we respect your concerns about privacy. We only ask for personal information when we truly need it to provide a service to you. The following policy describes the collection, use and disclosure of personal information by us. We encourage you to visit this policy on a regular basis as we evolve our Website and communication methods, the policy may change.

#### 1.1 Personal information that we collect:

- i. Peak Pilates may collect information such as name, email address, phone number for contact purposes.
- ii. In some cases, we may ask for other optional information including additional contact information, health information and certain demographic information.

#### 1.2 The use of information we collect:

- i. We may use your information for communication purposes such as Class changes, promotions and newsletters via email, text, or mobile App. You may choose to opt out of future communications if you do not wish to receive these communications.
- ii. We may use your information to complete transactions.
- iii. Comply with applicable laws, law enforcement, or pursue our legal rights, including performing and enforcing our contractual obligations and rights, such as billing and collection.

#### 1.3 Information we share:

- i. Contractors, service providers, and other third parties we use to support our business and provide you with our product and services and who are bound by contractual obligations to keep personal information confidential and secure, and to use it only for the purposes for which we disclose it to them.
- ii. Government entities to comply with court order, law or legal process.
- iii. Data analytics providers for the purpose of advertising, marketing.

#### 1.4 Cookies and linked sites:

- i. We use data collected through these technologies to improve our website and enhance your experiences for a better and more personalised service. You may set your device and browser to disable or refuse cookies if you do not wish to be accessible to this function.
- ii. We may include content or links that are served by third parties. We do not control these third parties' tracking technologies and how they may be used, and we are not responsible for the privacy practices of such third parties. We encourage you to read the privacy policies of these linked sites.