PRIVACY POLICY

Policy version: 4 September 2026

1. Introduction

This Privacy Policy is provided by Sisters & Studio Limited, a company registered in England and Wales under company number 17133800 with registered office at 410 Loughborough Road, Birstall, Leicester, England, LE4 3ED ('we', 'our' or 'us') for use of our products and services including our third party integration system for bookings and payments, reformer classes, and associated fitness services. **(Services)**.

We take your privacy very seriously. Please read this privacy policy carefully as it contains important information on how and why we collect, store, use and share any information relating to you (your **personal data**).

It also explains your rights in relation to your personal data and how to contact us or the relevant regulator in the event you have a complaint. Our collection, storage, use and sharing of your personal data is regulated by law, including under the UK General Data Protection Regulation (**UK GDPR**).

We are the controller of personal data obtained via the Services, meaning we are the organisation legally responsible for deciding how and for what purposes it is used.

2. What this policy applies to

This privacy policy relates to your use of the Services only.

The Services may link to or rely on other apps, websites, APIs or services owned and operated by us or by certain trusted third parties to enable us to provide you with Services. These other apps, websites, APIs or services may also gather information about you in accordance with their own separate privacy policies. For privacy information relating to these other apps, websites or services, please consult their privacy policies as appropriate. For more information see the section '**Who we share your personal data with**' below.

3. Personal data we collect about you

The personal data we collect about you depends on the particular activities carried out through the Services. We will collect and use the following personal data about you:

Category of data	In more detail
Identity and account data you input into the Services Registration is mandatory in order to use the Services	Name, email address, date of birth, phone number.
Other data the Services collects automatically when you use it	Your activities on, and use of, the Services which reveal your preferences, interests or manner of use of the Services and the times of use. Usage data, device information, and IP address.
Data collected when you make an enquiry with us	Name, email address, and enquiry details.

Category of data	In more detail
Health and fitness information obtained	Limited information relating to injuries, medical conditions, pregnancy, exercise restrictions, emergency contact details, health questionnaires and any information voluntarily provided by Clients relevant to participation in Sessions.

If you do not provide personal data we ask for where it is required, it may prevent us from providing services and/or the Services to you.

We collect and use this personal data for the purposes described in the section '**How and why we use your personal data**' below.

4. PERSONAL INFORMATION OF MINORS

We may collect personal data relating to individuals under the age of 18 where they attend Sessions.

Where required, we will obtain consent from a parent or legal guardian and may communicate directly with the parent or guardian regarding bookings, health information, safety matters and participation in Sessions

Parents or guardians may contact us at any time regarding the personal data of a minor.

5. Sensitive Data

In order to provide Services safely, we may collect very limited health information from Clients where voluntarily provided, including information relating to injuries, medical conditions, pregnancy, mobility restrictions, exercise limitations or other information relevant to participation in Pilates and Reformer Pilates sessions.

We collect and process such information only where necessary for health and safety purposes, to assess suitability for participation and to protect the wellbeing of Clients and instructors.

Where we process health information, we do so in accordance with applicable data protection laws and only where a lawful basis and additional condition for processing applies.

6. How your personal data is collected

We collect personal data from you directly when you sign up to the Services, contact us directly or reach out to us via social media platforms including Instagram, Facebook and Tiktok, make submissions via the Services when a forum element is available, or indirectly, such as your activity while using the Services.

We may collect personal information about you using cookies or similar technologies. Please refer to our Cookies Policy for details about the cookies and similar technologies we use and how you can control them.

7. How and why we use your personal data

Under data protection law, we can only use your personal data if we have a proper reason, e.g.:

(i) where you have given consent

(ii) to comply with our legal and regulatory obligations

(iii) for the performance of a contract with you or to take steps at your request before entering into a contract, or

(iv) for our legitimate interests or those of a third party

A legitimate interest is when we have a business or commercial reason to use your information, so long as this is not overridden by your own rights and interests. We will carry out an assessment when relying on legitimate interests, to balance our interests against your own. You can obtain details of this assessment by contacting us (see '**How to contact us**' below).

The table below explains what we use your personal data for and why.

What we use your personal data for	**Our reasons**
Create and manage your account with us	To perform our contract with you or to take steps at your request before entering into a contract
Providing services and/or the functionalities of the Services to you	Depending on the circumstances: to perform our contract with you or to take steps at your request before entering into a contract (in this case, the contract means the Terms and Conditions of Use which apply to the Services)
To enforce legal rights or defend or undertake legal proceedings	Depending on the circumstances: ● to comply with our legal and regulatory obligations ● in other cases, for our legitimate interests or those of a third party, i.e. to protect our business, interests and rights or those of others
Communications with you not related to marketing, including about changes to our terms or policies or changes to the Services or service or other important notices	Depending on the circumstances: ● to comply with our legal and regulatory obligations ● in other cases, for our legitimate interests or those of a third party, i.e., to provide the best service to you
Protect the security of systems and data	To comply with our legal and regulatory obligations we may also use your personal data to ensure the security of systems and data to a standard that goes beyond our legal obligations, and in those cases our reasons are for our legitimate interests or those of a third party, i.e., to protect systems and data and to prevent and detect criminal activity that could be damaging for you and/or us
Operational reasons, such as improving efficiency, training, and quality control or to provide support to you	For our legitimate interests or those of a third party, i.e., to be as efficient as we can so we can deliver the best service to you
Statistical analysis to help us manage our business, e.g., in relation to our performance, customer base, app and functionalities and offerings or other efficiency measures	For our legitimate interests or those of a third party, i.e. to be as efficient as we can so we can deliver the best service to you and improve and develop our app

What we use your personal data for	Our reasons
Updating and enhancing user records	Depending on the circumstances: ● to perform our contract with you or to take steps at your request before entering into a contract (in this case, the contract means the Terms and Conditions of Use which apply to the Services) ● to comply with our legal and regulatory obligations ● where neither of the above apply, for our legitimate interests or those of a third party, eg making sure that we can keep in touch with our customers about their accounts and new products or functionalities related to the Services and our services
To comply with our legal and regulatory obligations	Depending on the circumstances: ● to perform our contract with you or to take steps at your request before entering into a contract (in this case, the contract means the Terms and Conditions of Use which apply to the Services) ● to comply with our legal and regulatory obligations where neither of the above apply, for our legitimate interests or those of a third party, e.g. making sure that we can keep in touch with our customers about their accounts and new products or functionalities related to the Services and our services
To share your personal data with members of our group and third parties in connection with a significant corporate transaction or restructuring, including a merger, acquisition, asset sale, initial public offering or in the event of our insolvency. In such cases information will be anonymised where possible and only shared where necessary	Depending on the circumstances: ● to comply with our legal and regulatory obligations ● in other cases, for our legitimate interests or those of a third party, i.e., to protect, realise or grow the value in our business and assets

See '**Who we share your personal data with**' for further information on the steps we will take to protect your personal data where we need to share it with others.

8. MARKETING

We intend to send you email marketing to inform you of our services such as promotions.

We use service providers or other platform marketing software for our marketing to manage newsletter subscriptions, promotional communications, client updates and marketing campaigns.

All marketing emails sent the marketing platform will include an unsubscribe link which can be used at any time.

Your contact details may be processed by such providers on our behalf in accordance with applicable data protection laws and their own privacy policies.

We will always ask you for your consent before doing sending you marketing communications, except where you have explicitly opted-in to receiving email marketing from us in the past or except where you were given the option to opt-out of email marketing when you initially signed up for your account with us and you did not do so.

You will have the right to opt out of receiving marketing communications at any time by:

- contacting us at [info@sistersandstudio.com]
- using the 'unsubscribe' link included in all marketing emails you may received from us

We will always treat your personal data with the utmost respect and never sell or share it with other organisations for marketing purposes.

For more information on your right to object at any time to your personal data being used for marketing purposes, see '**Your rights**' below.

9. WHO WE SHARE YOUR PERSONAL DATA WITH

We routinely share personal data with service providers we use to help us run our business or provide the services or functionalities in the Services.

We only allow service providers to handle your personal data if we are satisfied they take appropriate measures to protect your personal data. We also impose contractual obligations on service providers to ensure they can only use your personal data to provide services to us and to you.

We or the third parties mentioned above may occasionally also need to share your personal data with:
• third-party booking and class management platforms;
• payment processors;
• website hosting providers;
• Mailchimp or similar email marketing providers;
• social media platforms including Meta (Facebook and Instagram) and TikTok where we use their advertising, analytics or communication services;
• IT support and business administration providers;
• professional advisers including accountants, lawyers and insurers.

If you would like more information about who we share our data with and why, please contact us (see '**How to contact us**' below).

We will not share your personal data with any other third party.

10. HOW LONG YOUR PERSONAL DATA WILL BE KEPT

We will keep your personal data for as long as you have an active account with us and for a period of up to 6 years thereafter to comply with any accounting or legal obligations including in the event of the pursuit or defence of legal claims. Once you have closed your account with us, we will move your personal data to a separate database so that only key stakeholders in our business on a 'need to know basis' have access to such data.

Following the end of the of the aforementioned retention period, we will delete or anonymise your personal data.

11. DE-IDENTIFIED INFORMATION

The personal data we collect may have analytical, educational, or commercial value to us. Where we have de-identified the information we have collected, we reserve the right to process and distribute such information.

12. AUTOMATED DECISION-MAKING

We may use automated systems to make decisions that significantly affect you. These processes may involve the use of personal data to evaluate you. You may request human review of any automated decision by contacting us using the details below.

13. Transferring your personal data out of the UK

Some of our service providers may process personal data outside the United Kingdom.

Where personal data is transferred internationally, we will ensure that appropriate safeguards are in place in accordance with applicable data protection laws, including the use of adequacy regulations, approved contractual safeguards or other lawful transfer mechanisms.

14. Your rights

You generally have the following rights, which you can usually exercise free of charge. For more information regarding these rights, please visit the ICO website here.

Access to a copy of your personal data	The right to be provided with a copy of your personal data.
Correction (also known as rectification)	The right to require us to correct any mistakes in your personal data.
Erasure (also known as the right to be forgotten)	The right to require us to delete your personal data—in certain situations.
Restriction of use	The right to require us to restrict use of your personal data in certain circumstances, e.g. if you contest the accuracy of the data.
Data portability	The right to receive the personal data you provided to us, in a structured, commonly used and machine-readable format and/or transmit that data to a third party—in certain situations.
To object to use	The right to object: ● at any time to your personal data being used for direct marketing (including profiling) ● in certain other situations to our continued use of your personal data, e.g. where we use you personal data for our legitimate interests.
Not to be subject to decisions without human involvement	The right not to be subject to a decision based solely on automated processing (including profiling) that produces legal effects concerning you or similarly significantly affects you We do not make any such decisions based on data collected by the Services.

For further information on each of those rights, including the circumstances in which they do and do not apply, please contact us (see 'How to contact us' below). You may also find it helpful to refer to the guidance from the UK's Information Commissioner on your rights under the UK GDPR.

If you would like to exercise any of those rights, please complete a request form available on our website at [www.sistersandstudio.com] or email, call or write to us using the contact details below. When contacting us please:

- provide enough information to identify yourself (e.g., your full name and username) and any additional identity information we may reasonably request from you, and

- let us know which right(s) you want to exercise and the information to which your request relates

15. Keeping your personal data secure

We have appropriate security measures to prevent personal data from being accidentally lost, or used or accessed unlawfully. We limit access to your personal data to those who have a genuine business need to access it.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

If you want detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit www.getsafeonline.org. Get Safe Online is supported by HM Government and leading businesses.

16. How to complain

Please contact us if you have any queries or concerns about our use of your information (see below '**How to contact us'**). We hope we will be able to resolve any issues you may have.

You also have the right to lodge a complaint with the Information Commissioner.

The Information Commissioner can be contacted at https://ico.org.uk/make-a-complaint or telephone: 0303 123 1113.

17. Changes to this privacy policy

We may change this privacy policy from time to time. When we make significant changes we will take steps to inform you, for example via the Services or by other means, such as email.

18. How to contact us

For further information about our privacy policy or practices, or to access or correct your personal data, or make a complaint, please contact us using the details set out below:

Name: [Sisters & Studio Ltd]

Email: [info@sistersandstudio.com]