

PL Transformations Privacy Policy

Contents

1. Introduction
2. Who are we?
3. Explaining the legal basis we rely on
4. When do we collect your personal data?
5. What sort of personal data do we collect?
6. How and why do we use your personal data?
7. Combining your data for personalised direct marketing
8. How we protect your personal data
9. How long will we keep your personal data?
10. Who do we share your personal data with?
11. Where your personal data may be processed
12. What are your rights over your personal data?
13. How can you stop the use of your personal data for direct marketing?
14. Contacting the Regulator
15. Any questions?

1. Introduction

This Privacy Notice explains in detail the types of personal data we may collect about you when you interact with us. It also explains how we'll store, handle that data and keep it safe.

We know that there's a lot of information here, but we want you to be fully informed about your rights under the 2018 General Data Protection Regulations, and how P L Transformations uses your data; for example, we will explain things such how we use data to build a picture of you. We hope the following sections will answer any questions you have but if not, please do get in touch with us.

It's likely that we'll need to update this again from time to time. We'll notify you of any significant changes, but you're welcome to come back and check it whenever you wish.

2. Who are we?

In this Privacy Policy, references to "we" or "us" are to P L Transformations, a company based in America, Venetia, Pittsburgh.

3. Explaining the legal basis we rely on

The General Data Protection Regulations sets out a number of different reasons for which a company may collect and process your personal data, including:

Consent

In specific situations, we can collect and process your data with your consent.

For example, when you tick a box to receive email newsletters.

When collecting your personal data, we'll always make clear to you, which data is necessary in connection with a particular service.

Contractual obligations

In certain circumstances, we need your personal data to comply with our contractual obligations.

For example, when you sign up to one of our services and provide us with personal information such as contact details, health information if necessary, body measurements and personal 'before and progress and after' photographs.

4. When do we collect your personal data?

- When you visit our website and use Contact Us button
- When you sign up to one of our services
- When you purchase a service - note: ***we do not hold your bank details***
- When you engage with us on social media.
- When you contact us by any means with queries
- When you ask us to email you information about a service.
- When you fill in any forms

5. What sort of personal data do we collect?

- If you sign up to a service with us: your name, gender, date of birth, address in some cases, email and telephone number, body weight and measurements and basic health information.
- Details of your interactions with us through contact through social media such as, Facebook, Twitter or Instagram
- Through contact with us via our website

For example, we collect notes from our conversations with you, details of comments you make, details of your progress in your nutrition or training. Web pages you visit on our site and how and when you contact us. This helps us to provide you with the best service and to understand how we can improve our service based on your experience.

For example, you might tell us your waist measurements, which we'll use to adjust your macro nutrient programme or training plan. We'll only ask for and use your personal data collected for recommending nutrition or training plans and tailor your current programme.

- Your social media username(s), if you interact with us through those channels, to help us respond to your comments, questions or feedback.

6. How and why do we use your personal data?

We want to give you the best possible service. One way to achieve that is to get the best picture we can of who you are and what your nutrition and or training goals are by combining the data we have about you.

We then use this to offer you services or promotions that are most likely to interest you.

The data privacy law allows this as part of our legitimate interest in understanding our clients and providing the highest levels of service.

Of course, if you wish to change how we use your data, you'll find details in the '*What are my rights?*' section below.

Remember, if you choose not to share your personal data with us, or refuse certain contact permissions, we might not be able to provide some services you've asked for.

For example, if you've enlisted to one of our online services, we can't do that if you've withdrawn your general consent to hear from us.

Here's how we'll use your personal data and why:

- To create your bespoke nutrition and or training plan. If we don't collect your personal data, we won't be able to create your tailored plan and comply with our contractual obligations.
- To respond to your queries and requests. Handling the information you send enables us to respond. We may also keep a record of these to inform any future communication with us and to demonstrate how we communicated with you throughout. We do this on the basis of our contractual obligations to you, our legal obligations and our legitimate interests in providing you with the best service and understanding how we can improve our service based on your experience.

Of course, you are free to opt out of hearing from us by any of these channels at any time.

- To send you communications required by law or which are necessary to inform you about our changes to the services we provide you. For example, updates to this Privacy Notice. These service messages will not include any promotional content and do not require prior consent when sent by email or text message. If we do not use your personal data for these purposes, we would be unable to comply with our legal obligations.
- To display the most interesting content to you on our website, we'll use data we hold about services you may be interested in. We do so, on the basis of legitimate interest to enhance your experience on our site.

7. How we protect your personal data

We know how much data security matters to all our customers. With this in mind we will treat your data with the utmost care and take all appropriate steps to protect it.

We have appropriate security measures in place to prevent personal information from being accidentally lost or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

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.

8. How long will we keep your personal data?

Whenever we collect or process your personal data, we'll only keep it for as long as is necessary for the purpose for which it was collected.

At the end of that retention period, your data will be deleted completely

9. Who do we share your personal data with?

We will not share your personal data, however, with your express consent, we may share your before and after or progress physical images with trusted third parties. This may be via social media or added to our website, however rest assured, this will only take place with your full consent.

We may also be required to disclose your personal data to the police or other enforcement, regulatory or Government body, in your country of origin or elsewhere, upon a valid request to do so. These requests are assessed on a case-by-case basis and take the privacy of our clients into consideration.

These companies may use your data:

- Google
- Facebook
- Twitter]
- Paypal or other online payment providers

(Refer to their own privacy policy to how they handle your data)

10. What are your rights over your personal data?

An overview of your different rights

Under the General Data Protection Regulations, you have the right to request:

- Access to the personal data we hold about you, free of charge in most cases.
- The correction of your personal data when incorrect, out of date or incomplete.
- For example, when you withdraw consent, or object and we have no legitimate overriding interest, or once the purpose for which we hold the data has come to an end.
- That we stop any consent-based processing of your personal data after you withdraw that consent.

You have the right to request a copy of any information about you that PL Transformations holds at any time, and also to have that information corrected if it is inaccurate. To ask for your information, please contact Paul Leonard, P L Transformations via email pltransformations@gmail.com.

If we choose not to action your request, we will explain to you the reasons for our refusal.

Your right to withdraw consent

Whenever you have given us your consent to use your personal data, you have the right to change your mind at any time and withdraw that consent.

Where we rely on our legitimate interest

In cases where we are processing your personal data on the basis of our legitimate interest, you can ask us to stop for reasons connected to your individual situation. We must then do so unless we believe we have a legitimate overriding reason to continue processing your personal data.

11. Contacting the Regulator

If you feel that your data has not been handled correctly, or you are unhappy with our response to any requests you have made to us regarding the use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office.

You can contact them by calling 0303 123 1113 or go online to www.ico.org.uk/concerns

12. Any questions?

We hope this Privacy Notice has been helpful in setting out the way we handle your personal data and your rights to control it.

If you have any questions that haven't been covered, please contact the following:

- **Email the PL Transformations at pltransformatons@gmail.com**

This Privacy Notice was last updated in May 2018.