

Privacy policy

1. Information We Collect

We may collect:

Account & Contact Data: name, email address, phone (optional), date of birth/age range, gender –

Health & Fitness Data: height, weight, body measurements, medical conditions/injuries, medications, dietary preferences, training history, goals, progress photos/videos (if submitted), workout/nutrition logs –

Payment Data: processed securely via [Stripe/PayPal/etc.] — we do not store full card details

Technical Data: IP address, browser type, device info, pages visited, time spent –

Marketing & Communications Data: preferences, email opens/clicks

2. How We Use Your Information

- Deliver and personalise your fitness programme - Process transactions and send receipts - Communicate about your programme, updates, reminders - Send marketing emails (only if you consented) - Analyse usage to improve services - Comply with legal obligations

3. Legal Basis (GDPR-relevant)

- Performance of a contract (delivering your purchased programme) - Consent (marketing, certain optional health data) - Legitimate interests (service improvement, security)

4. Sharing Your Information

We share data only with: - Payment processors (Stripe) - Email & CRM providers (e.g., Mailchimp) - Analytics providers (Google Analytics — anonymised where possible) - Cloud/video providers (Google Drive, Zoom) under strict agreements

We do not sell your personal data.

5. Your Rights

You have the right to: access, correct, delete, restrict processing, object, data portability, and withdraw consent. Email us at shaun@unrivalledfitness.com to exercise rights. EU/UK residents may also complain to their data protection authority.

6. Data Retention

We keep data only as long as necessary: active accounts + reasonable period after; financial records per tax law (usually 6–7 years).

7. Security

We use reasonable technical and organisational measures (SSL, access controls, encryption where appropriate). However, no method is 100% secure.

8. International Transfers

Data may be transferred outside your country (e.g., to US-based tools). We use appropriate safeguards (e.g., Standard Contractual Clauses).

9. Changes

We may update this policy. Material changes will be notified via email or prominent notice.

Questions? Contact shaun@unrivalledfitness.com