



## INTRODUCTION

At Beyond Potential 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 clients, or fulfil other legitimate interests.

Our Privacy Notice explains how we collect, use, share and protect your personal information.

## IDENTITY OF DATA CONTROLLER

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

If you have any queries, please email [enquiry@beyond-potential.com](mailto:enquiry@beyond-potential.com).

## WHEN DO WE COLLECT INFORMATION?

We collect your personal information when you:

- Complete an Online Membership Agreement
- Register interest in Beyond Potential services
- Book or attend a session with Beyond Potential
- Ask us for more information about a product or service, or contact us with a question or complaint
- Contact Beyond Potential through telephone or email
- Send an email to an email [@beyond-potential.com](mailto:@beyond-potential.com) email account
- You have an accident during a session with Beyond Potential or there was an incident where you were a witness or personally affected

## 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 sessions. Such information 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 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, 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

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## 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:

- Bill you for using our services
- Keep you informed about our services including operational matters relating to your Membership
- Provide relevant services to you
- Confirm your attendance to a session
- 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 clients use our services
- Prevent and detect fraud or other crimes
- Covid-19 Track & Trace - To prevent the spread of infection around the UK we will support the NHS Track & Trace system. If requested by the NHS to provide information, due to an outbreak in the vicinity of one of our gyms, we will supply your name, mobile and start and end time of sessions for members who had contact in the relevant period. This is voluntary and you can request to have your data excluded. Please email us at [email enquiry@beyond-potential.com](mailto:email enquiry@beyond-potential.com) with your full name and we will not pass your details on.



We'll store your information for as long as you are a Member of Beyond Potential, 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 booking or attending a session, a payment made on the membership account or other contact with Beyond Potential.

## Opt out

We will only send you information relating to your membership. We will not share your data with any 3<sup>rd</sup> parties for marketing purposes. You can choose to opt out of all marketing or select your marketing preferences. Please email us at [email enquiry@beyond-potential.com](mailto:enquiry@beyond-potential.com) Alternatively, if you are no longer a member, and wish to remove your consent to receive marketing please contact by email to [email enquiry@beyond-potential.com](mailto:enquiry@beyond-potential.com).

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## **KEEPING YOUR PERSONAL INFORMATION SECURE**

We take care to secure our clients' information and also take appropriate measures to ensure that the information we collect and maintain is kept secure, accurate and up to date and kept only for so long as is necessary for the purposes for which it is used.

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

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## **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.
- Law enforcement agencies, regulatory organisations, courts or other public authorities where we have a legal obligation to do so
- Covid-19 Track & Trace - To prevent the spread of infection around the UK we will support the NHS Track & Trace system. If requested by the NHS to provide information, due to an outbreak in the vicinity of one of our gyms, we will supply your name, mobile and start and end time of sessions for members who had contact in the relevant period. This is voluntary and you can request to have your data excluded. Please email us at [email enquiry@beyond-potential.com](mailto:enquiry@beyond-potential.com) with your full name and we will not pass your details on.



We will 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 clients.

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## 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 email [enquiry@beyond-potential.com](mailto:enquiry@beyond-potential.com), 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 are holding inaccurate information about you, or your personal details change, please contact us. You can email us at email [enquiry@beyond-potential.com](mailto:enquiry@beyond-potential.com).

**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: Beyond Potential, 80 Wintringham Way, Reading RG8 8BG. You can also contact us by emailing email [enquiry@beyond-potential.com](mailto:enquiry@beyond-potential.com).



**Beyond Potential**  
Providing accessible health, fitness, and wellbeing programmes  
Website: [www.beyond-potential.com](http://www.beyond-potential.com)  
Email: [enquiry@beyond-potential.com](mailto:enquiry@beyond-potential.com) : Tel: 07804 595019



for website: scan  
the above code

## **GOVERNMENT TRACK AND TRACE**

Covid-19 Track & Trace - To prevent the spread of infection around the UK we will support the NHS Track & Trace system. If requested by the NHS to provide information, due to an outbreak in the vicinity of one of our gyms, we will supply your name, mobile and start and end time of sessions for members who had contact in the relevant period. This is voluntary and you can request to have your data excluded. Please email us at email [enquiry@beyond-potential.com](mailto:enquiry@beyond-potential.com) with your full name and we will not pass your details on.

## **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.