

Privacy Policy

Welcome to Let's Move and our website at www.letsmove.app (our "website"). At Let's Move we are committed to protecting and respecting your privacy. This privacy policy sets out the basis on which we will process any Personal Data that we may collect about you as a visitor to our website or our service user or potential service user, or other business partners or in any other cases where we specifically state that this policy will apply. This policy further sets out how we protect your privacy and your rights in respect of our use of your Personal Data.

WHAT IS PERSONAL DATA?

Personal Data is information that makes it possible to identify a natural person. This includes in particular, your name, date of birth, address, telephone number, e-mail address, but also your IP address. Anonymous data exists if no personal reference to the user can be made.

WHAT IS SPECIAL CATEGORY DATA?

Special category data is Personal Data that needs more protection because it is sensitive. This includes Personal Data revealing racial or ethnic origin, genetic data, health data and others. In order to lawfully process Special Category Data, it is necessary to consent to the processing.

WHAT IS PROCESSING?

"Processing" means and covers virtually any handling of data.

WHAT LAW APPLIES?

We will only use your Personal Data in accordance with the UK's Data Protection Act ("DPA") and the EU's General Data Protection Regulation ("GDPR"), and of course only as described in this Privacy Policy.

WHO IS THE DATA CONTROLLER?

A "data controller" is a person or organisation who alone or jointly determines the purposes for which, and the manner in which, any personal data is, or is likely to be, processed. In this sense, Let's Move Coaching of 24 Stringer House Lane, Emley, Huddersfield, HD89SU, UK ("Let's Move", "we", "us", "our") is the data controller. If you have any questions about data protection at Let's Move in general, you can reach us by email using info@letsmove.app or use our [Contact Form](#).

WHAT ARE THE LEGAL BASES FOR PROCESSING PERSONAL DATA

We have to have at least one of the following legal bases to process your Personal Data: a) you have given your consent, b) the data is necessary for the fulfilment of a contract / pre-contractual measures, c) the data is necessary for the fulfilment of a legal obligation, or d) the data is necessary to protect our legitimate interests, provided that your interests are not overridden.

WHAT PERSONAL DATA DO WE COLLECT FROM YOU?

We may collect and process the following Personal Data about you:

a) Personal Data that you give us:

This is information about you that you give to us by filling in forms on our website (or other forms that we ask you to complete or in our chat widget), or when you use our services, or corresponding with us by telephone, post, email or otherwise. It may include, for example, your name, address, email address and telephone number; information about your business relationship with us; and information about your requirements, background and interests.

We also process the Personal Data involved in your use of our coaching services (your contact information such as full name, email, postal address and phone number and the data related to your use of our services and the contract between us) or in certain instances Special Category data in relation your health and fitness in order to be able to provide our contractual services. This includes in

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particular our support, correspondence with you, invoicing, fulfilment of our contractual, accounting and tax obligations. Accordingly, the data is processed on the basis of your consent, fulfilling our contractual obligations and our legal obligations.

Our course content is hosted by [Zenfit](#) (Lenus eHealth Inc). The personal data collected from you is stored on Zenfit's servers. This may include, but is not limited to, IP addresses, profile data, meta and communication data, contractual data, contact data, names, website accesses and other data generated when you use our services Zenfit is used for the purpose of fulfilling the contract with our potential and existing users and in the interest of a secure, fast and efficient provision of our courses by a professional provider. Zenfit will only process your data to the extent necessary to fulfil its service obligations and follow our instructions regarding this data.

If you make a purchase your payment will be processed via the payment service provider [Stripe](#) and payment will solely be processed through the payment system of Stripe. The legal basis for the provision of a payment system is the establishment and implementation of the user contract for the use of the service.

For booking a meeting in an easy and convenient way, we use [Calendly](#). Your data from the form will be transferred to our appointment account at Calendly after you press the "Book appointment" button. You will then receive a confirmation email with a link to the event. Your data will be kept at Calendly until the purpose for storing the data no longer applies (appointment made) or you request us to delete it. Calendly undertakes not to pass on your data to third parties. The legal basis is your consent as well as our legitimate interest.

We process the Personal Data that arises when you use our [WhatsApp](#) Groups. When you join one of our WhatsApp groups, We and WhatsApp process the Personal Data you provide in accordance with your consent, the performance of a contract and our legitimate interest for the purpose of providing the services (joining the WhatsApp Group) requested by you. Of course, we also process your chats with us and other users and the content you publish as part of the operation of our WhatsApp Groups including your provided text and voice messages, image and video recordings, etc. Some of the information you provide to us may be considered "special" or "sensitive". By choosing to provide this information, you consent to the processing of this information.

When you go ahead and download our publications and resources, your IP address is requested and logged for documentation purposes. This is a mere technical process and required to make our Publications and Resources available for download to your device or depending on your browser available for viewing. The basis for this storage is the provision of a contract and our legitimate interest. If you during the download process opt in for our marketing list, we may send you the occasional SMS or email for marketing purposes. The only data required for our marketing list is your name, phone number and email address. The processing bases are your consent and our legitimate interest.

When you participate in our transformation quiz, we ask you for your name, emails, phone number, instagram username (optional). During your participation in the quiz, we typically do not collect Personal Data directly but may learn your device's IP address. The legal bases for processing are your express consent and our legitimate interest.

Within our website, we may display certain Personal Data, share certain details, knowledge and insights in the form of video testimonials. When you approve and submit your video testimonial to us your consent is obtained, and you have choices about the information in your testimonial. The storage of testimonials is based on your consent.

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b) Personal Data that our website and other systems collect about you:

If you visit our website it will automatically collect some information about you and your visit, including the Internet protocol (IP) address used to connect your device to the Internet and some other information such as the pages on our site that you visit. This is used to monitor the performance of the website and improve the experience of visitors to the website.

We use so-called cookies on our website. Cookies are pieces of information that are transmitted from our web server or third-party web servers to your web browser and stored there for later retrieval. Cookies may be small files or other types of information storage. As set out in the UK's Privacy and Electronic Communications Regulations ("PECR") and the EU's Privacy and Electronic Communications Directive ("PECD"), we need to obtain consent for the use of Non-essential Cookies. For further information on the cookies we use, please refer to our Cookie Policy.

Our website uses a cookie consent tool to obtain your consent to the storage of cookies and to document this consent. When you enter our website, the following Personal Data is transferred to us: i) Your consent(s) or revocation of your consent(s); ii) Your IP address; iii) Information about your browser; iv) Information about your device; v) Time of your visit to our website.

c) Other information:

We may also process some information from other sources. For example:

Aggregated Data such as statistical or demographic data for any purpose including improving our website and services. Aggregated Data could be derived from your Personal Data but is not considered Personal Data in law as this data will not directly or indirectly reveal your identity. However, if we combine or connect Aggregated Data with your Personal Data so that it can directly or indirectly identify you, we treat the combined data as Personal Data which will be used in accordance with this privacy policy.

DATA PROCESSING THROUGH THIRD-PARTY SERVICES

We use content or service offers of third-party providers on the basis of our legitimate interests in order to integrate their content and services ("content"). This always requires that the third-party providers of this content are aware of the IP address of the user, as without the IP address they would not be able to send the content to their browser. The IP address is therefore necessary for the display of this content.

The following provides an overview of third-party providers and their content, together with links to their privacy policies, which contain further information on the processing of data and so-called opt-out measures, if any: a) Hosting: [Bluewing Digital](#); b) Content Management System (CMS): [WordPress.Org](#) (OpenSource); c) Fonts: Google Fonts by [Google LLC](#) and Font Awesome of [Fonticons Inc](#); d) Analytics: Google Analytics by [Google LLC](#) and [SourceBuster](#); e) Video Components: [YouTube](#) ([Google](#)); f) Spam Protection: [Google](#) reCAPTCHA

HOW WILL WE USE YOUR PERSONAL DATA?

We may collect, store and use your Personal Data for the following purposes:

- to operate, manage, develop and promote our business and, in particular, our relationship with you and related transactions including, for example:
 - marketing purposes (when we have either gathered prior opt-in consent and/or have a legitimate interest to send you communications which we believe to be relevant and of use to you);
 - accounting and billing / payment purposes;
 - to operate, administer and improve our website and other aspects of the way in which we conduct our operations;

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- to offer you our services;
- to provide you with services or information that you may have requested; and
- to keep you informed and updated on relevant or services you may be interested in.
- to protect our business from fraud, money-laundering, breach of confidence, theft of proprietary materials and other financial or business crimes;
- to comply with our legal and regulatory obligations and bring and defend legal claims and assert legal rights; and
- if the purpose is directly connected with an assigned purpose previously made known to you.

We will only process your Personal Data as necessary so that we can pursue the purposes described above and where we have a legal basis for such processing. Where our lawful basis for processing is that such processing is necessary to pursue our legitimate interests, we will only process your Personal Data where we have concluded that our processing does not prejudice you or your privacy in a way that would override our legitimate interest. In exceptional circumstances we may also be required by law to disclose or otherwise process your Personal Data.

DATA SHARING

In certain cases, it is necessary to transmit the processed Personal Data in the course of data processing. In this respect, there are different recipient bodies and categories of recipients.

a) Internal

If necessary, we transfer your Personal Data within Let's Move. Access to your Personal Data is only granted to authorised employees who need access to the data due to their job, e.g., to provide our services or to contact you in case of queries.

b) External bodies

Personal Data is transferred to our service providers in the following instances:

- in the context of fulfilling our contract with you,
- to use marketing services and to advertise our services online,
- to communicate with you,
- to provide our website, and
- to state authorities and institutions as far as this is required or necessary.

c) International transfers

We may transfer your Personal Data to other companies as necessary for the purposes described in this Privacy Policy. In order to provide adequate protection for your Personal Data when it is transferred, we have contractual arrangements regarding such transfers. We take all reasonable technical and organisational measures to protect the Personal Data we transfer.

SOCIAL MEDIA

We are present on social media ([Facebook](#), [Instagram](#), [LinkedIn](#) and [YouTube \(Google\)](#)) on the basis of our legitimate interest. If you contact or connect with us via social media, we and the relevant social media platform are jointly responsible for the processing of your data and enter into a so-called joint controller agreement. The Personal Data collected when contacting us is to handle your request and the bases are both your consent and our legitimate interest.

When you visit our social media profiles, we, as the operator of the profile, process your actions and interactions with our profile (e.g., the content of your messages, enquiries, posts or comments that you send to us or leave on our profile or when you like or share our posts) as well as your publicly viewable profile data (e.g., your name and profile picture). Which Personal Data from your profile is publicly viewable depends on your profile settings, which you can adjust yourself in the settings of your social media account. The legal basis is our legitimate interest and your consent.

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ADVERTISING

We would like to show you interesting advertising outside of our website and use various third-party tools and cookies for this purpose. These collect and process information about your activities on our website - for example, which products you are interested in or which pages you visit. By knowing what you are looking for and how you use our website, we can adapt our advertising to your needs. And thus increase the likelihood that you will also be shown suitable and interesting advertising outside our website.

We also analyse this data to evaluate the relevance of the advertisements and to optimise the advertisements for you. Through the tools, your browser regularly establishes a connection to the server of the tool provider when you visit our website. For some tools, we have no direct influence on what data is processed by the providers. The following personal data may be processed by third-party providers i) HTTP header information (e.g., IP address, web browser, website URL, date and time); ii) measuring pixel-specific data (e.g., pixel ID and cookie ID); and iii) additional information about visits to our website (e.g., orders placed, products clicked on). The legal bases for processing are our legitimate interest and your consent in case of cookies. For further information, please refer to our Cookie Policy.

HOW LONG DO WE KEEP YOUR PERSONAL DATA?

We will delete your Personal Data when we no longer need such Personal Data, for instance where:

- it is no longer necessary for us to retain your Personal Data to fulfil the purposes for which we had collected it;
- we believe that your Personal Data that we hold is inaccurate; or
- in certain cases where you have informed us that you no longer consent to our processing of your Personal Data.

Sometimes, however there are legal or regulatory requirements which may require us to retain your Personal Data for a specified period, and in such cases we will retain your Personal Data for such specified period; and we may need to retain your Personal Data for certain longer periods in relation to legal disputes, and in such cases we will retain it for such longer periods to the extent required.

DATA SECURITY

Our website uses SSL or TLS encryption to ensure the security of data processing and to protect the transmission of confidential content, such as orders, login data or contact requests that you send to us. We have also implemented numerous security measures (“technical and organisational measures”) for example encryption or need to know access, to ensure the most complete protection of Personal Data processed through our website.

YOUR RIGHTS AND PRIVILEGES

a) Privacy rights

You can exercise the following rights:

- *The right to access;*
- *The right to rectification;*
- *The right to erasure;*
- *The right to restrict processing;*
- *The right to object to processing;*
- *The right to data portability;*

b) Updating your information and withdrawing your consent

If you believe that the information we hold about you is inaccurate or request its rectification, deletion, or object to legitimate interest processing, please do so by contacting us.

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c) Access Request

In the event you want to make a Data Subject Access Request, please contact us. We will respond to requests regarding access and correction as soon as reasonably possible. Should we not be able to respond to your request within thirty (30) days, we will tell you why and when we will be able to respond to your request. If we are unable to provide you with any Personal Data or to make a correction requested by you, we will tell you why.

d) Complaint to a supervisory authority

The Information Commissioner's Office (ICO) is the UK's authority in matters of data protection. You have the right to make a complaint at any time to the ICO (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO in the first instance.

e) What we do not do

- We do not request Personal Data from minors and children;
- We do not process special category data without obtaining prior specific consent; and
- We do not use Automated decision-making including profiling;

HELP AND COMPLAINTS

If you have any questions about this policy or the information we hold about you please contact us by email using info@letsmove.app or use our [Contact Form](#).

CHANGES

The first version of this policy was issued on Thursday, 8th of August, 2024 and is the current version. Any prior versions are invalid and if we make changes to this policy, we will revise the effective date.