

The Fitness Education Academy – Privacy Policy

Introduction

The Fitness Education Academy is committed to the security and fair processing of personal and/or sensitive data. This privacy policy explains what data we collect and how we process it thereafter in accordance with applicable data protection law, under the EU General Data Protection Regulation (GDPR)

Please read this policy carefully as it contains important information about what information we collect, how and why we do so, how we process and protect this data after collection, your rights in relation to your personal data and how to contact us and/or the appropriate external authorities in the event that you wish to report a concern about the way we process your data.

What data do we collect?

Under the terms of the GDPR The Fitness Education Academy is considered the 'controller' of data that individuals or companies provide us.

Through our day to day business interactions with customers we may, where applicable collect and process the following personal and sensitive data:

- Your name
- Your date of birth
- Your gender
- Your ethnicity
- Your specific learning requirements
- Your contact details (phone numbers, postal addresses, email addresses)
- Your personal or company credit/debit card/billing information
- Information about how you have engaged with our website
- Your fitness assessment results
- Your medical history (past and present) including medication

How do we collect this data?

Data is sent to us in the following ways:

- Direct from our website in the form of a course application form
- An email with information included or an attached course application form
- By post in the form of a course application form
- By hand in the form of a course application form
- Over the telephone to include verbal personal information or credit/debit card information
- By hand in the form of a Par Q/health questionnaire
- By email or by hand in the form of a curriculum vitae/job application

Why do we collect this data and how do we use it?

We collect data in order to fulfil a variety of obligations, and we ensure that those sharing data with us are aware of what information is mandatory and what information is optional in order for us to fulfil those different obligations.

Under the terms of the GDPR, we collect and process this data on one or more of the following bases:

- **Consent** – For example, if you are attending a course we may use photographs or videos for marketing purposes (e.g. website, social media), if you do not wish to appear you may formally opt out
- **Contractual obligations** – For example, in order for us to deliver services, products, certifications etc. to individuals we need to use an individual's personal information to do this
- **Legitimate interests** – For example, in order to deal with complaints or appeals or to optimise your website experience
- **Legal obligations** – For example, to assist us and/or law enforcement agencies with fraud investigations

Who do we share your data with?

We take all reasonable steps to ensure that personal data is suitably protected and can only be accessed and processed by those with a legitimate reason to do so. Apart from the applicable approved staff of The Fitness Education Academy, personal data may be shared with the following third parties:

- Awarding bodies such as Active IQ, YMCA Awards, Scottish Qualifications Authority, RLSS
- Learning Records Service (Education and Skills Funding Agency)
- REPs (Register of Exercise Professionals)
- CIMSPA (Chartered Institute for the Management of Sport and Physical Activity)
- Consultants and/or professional experts whose remit specifically requires access to personal data
- Law enforcement agencies, in the event that we are required to assist with legal proceedings

How do we protect your data?

We use a combination of organisational and technical methods to protect your data from unauthorised access and/or accidental loss. Where we use third parties to process personal information, we also require them to adhere to the same levels of security and protection.

Any personal information that you voluntarily post via public platforms may become accessible to others. We cannot be held responsible for any personal information you have shared in this way, so you are advised to exercise caution when deciding when and where to share your information.

How long do we keep your data for?

We retain data for as long as it is required to fulfil our ongoing regulatory, quality assurance and/or legal obligations.

Please refer to the next section of this policy and the 'how to contact us' section if you feel that we are retaining your data for longer than necessary and wish to exercise your 'right to erasure'.

What rights do you have?

The GDPR outlines various rights that a data subject has with regard to their personal data, please see a summary below:

- **The right to be informed** – individuals must be made aware of how and why their personal data is collected. In providing the policy, The Fitness Education Academy meets this requirement
- **The right of access** – Individuals can request access to copies of their personal data in order to verify that it is being processed in a lawful and correct way
- **The right to rectification** – Individuals can request that inaccurate personal data is corrected (or completed if it is incomplete)
- **The right to erasure** – Under certain circumstances, an individual can request that their personal data is deleted (e.g. if they wish to unsubscribe from receiving marketing communications and also have their contact details completely deleted from our systems. This would be possible provided there was no legitimate ongoing reason for us to retain their details)
- **The right to process** – Under certain circumstances an individual can request the suppression of their personal data (e.g. allowing us to continue holding their data, but pausing all processing of that data whilst they seek to verify that it is accurate and/or being processed lawfully)
- **The right to portability** – Under certain circumstances an individual can request that their personal data is electronically transferred from us to another data controller
- **The right to object** – Under certain circumstances, an individual can object to the way in which their data is being processed (for example, if they believe that we do not have legitimate grounds for collecting and processing certain information about them). If the objection is upheld, we are required to stop processing that information

If you wish to exercise any of these rights or raise a data protection issue with us, please find the appropriate contact details below.

How to contact us

If you have any concerns about this policy or wish to exercise your rights, please email us at info@thefitnesseducationacademy.co.uk or submit your communication in writing to:

The Fitness Education Academy
54-56 Clerk Road
Penicuik
Midlothian
EH26 9EY

How to lodge a complaint relating to data protection

If you believe that your data protection rights have been breached, you can lodge a formal complaint by contacting us as described above. If you are unhappy with our response, please visit <https://ico.org/concerns> to access more information about how to escalate your complaint to the Information Commissioner (if you are in the UK) or to your local data protection supervisory authority

Changes to this policy

We may update this policy from time to time, and when doing so we will include a new version number and date so that you can be sure when that version was introduced.