

Privacy Policy

This privacy policy sets out how M Club Spa and Fitness uses and protects any information that you give to M Club Spa and Fitness when you use this website. M Club Spa and Fitness is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement. M Club Spa and Fitness may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 01/02/2025.

This notice applies to you if you are:

- A customer: a club member (or their guest)
- Spa user
- A pool user for a third-party swim school or M Club's Swim school
- Someone who buys products from our website
- A supplier:

a sole trader or partnership or a contact for us at a corporate supplier who provides services to us

- A consultant: an adviser, consultant, or other professional expert
- A job applicant: someone who is interested in working for us
- An interested person: someone who makes an enquiry or complaint or corresponds or enters a competition with us or visits us, who isn't in any of the categories above
- A relative of a member of our staff: a close family member or next of kin of a member of our staff, or
- A website visitor or user of social media: a visitor to our website or user of social media.

1. Information We Collect

We collect the following types of information when you use our health club services:

- **Personal Information:** This includes your name, address, email address, phone number, date of birth, and emergency contact information.
- **Health Information:** We may collect relevant health information such as medical conditions, fitness levels, or injury history for the purpose of providing tailored fitness programs or assessments and for filling out Accident Forms
- **Payment Information:** If you purchase memberships or services, we collect payment details such as credit card information or other payment methods, but this data is processed securely by third-party payment processors.

- Usage Information: We collect information about your use of our facilities, classes, and programs, such as attendance, workout history, preferences, and feedback.
- Surveys & Feedback: We may request your participation in surveys or feedback forms to improve our services and tailor them to your needs.
- We also collect biometric data through facial recognition technology. This includes:
 - Facial images: Photographs or video captures of your face.
- ANPR is used by Wise Parking for our car parking management at our sites but we do not have access to images.
- If you use our public wifi they may collect your marketing preferences and share them with us.
- We have partnered with various technologies such as TRAKK to offer members the opportunity to enhance their training experience. Use of these services is optional and you are in control of your data via use of the APP.
- M Club have CCTV installed in public areas (not changing areas). Recordings are stored on a secure server for a maximum of 2 months for the purpose of security.

2. How We Use Your Information

We use the information we collect for the following purposes:

- To provide you with membership services, fitness programs, and personalised health and wellness recommendations and access into the club.
- To process payments for memberships, classes, or other services.
- To communicate with you about your membership, upcoming classes, events, promotions, or changes to our policies/ special offers
- To respond to your enquiries, concerns, or requests.
- To improve our services, including analysing customer satisfaction, fitness progress, and engagement.
- To comply with legal or regulatory obligations, and for other administrative purposes as necessary.
- Your employer, if your membership is via a corporate scheme and M Club invoices them for your membership subscriptions.
- Profiling company – some of your data may be temporarily shared to ensure relevance of marketing communication and profiling to enhance our targeting.

The facial recognition and CCTV images we collect may be used for the following purposes:

- Authentication and security: Verifying your identity for access to services, devices, or physical locations.
- Personalisation: Tailoring content, services, or user experiences based on your identity.
- Fraud prevention: Detecting and preventing unauthorised access or fraudulent activities.
- Compliance: Meeting legal or regulatory requirements, including security or surveillance needs where applicable.
- We retain facial recognition data for the minimum period necessary to fulfill the purpose for which it was collected or as required by law. Once this period expires, we will delete or anonymise your data in accordance with applicable data retention policies.

3. How We Protect Your Information

We implement reasonable administrative, technical, and physical safeguards to protect your personal and health information from unauthorised access, use, or disclosure. Our employees and contractors are trained to handle your information securely, and access to sensitive data is restricted to authorised personnel only.

4. Sharing Your Information

We do not sell, rent, or lease your personal information to third parties. However, we may share your information with trusted third parties in the following situations:

- Service Providers: We may share your information with third-party vendors who perform services on our behalf, such as payment processors, IT support, marketing, or customer service. These providers are contractually obligated to protect your information.
- Legal Requirements: We may disclose your personal information if required by law, regulation, or legal process, or in response to valid requests by government authorities or law enforcement.
- Business Transfers: In the event of a merger, acquisition, or sale of assets, your information may be transferred as part of the transaction.

5. Your Rights and Choices

You have certain rights regarding your personal information:

- Access: You have the right to request a copy of the personal information we hold about you.
- Correction: If you believe any of your information is inaccurate or incomplete, you can request that we update it.
- Deletion: You can request that we delete your personal information, subject to certain legal exceptions.
- Opt-Out: You can opt out of receiving marketing communications from us at any time by following the instructions in our emails or contacting us directly.

You may request details of personal information that we hold about you under the Data Protection Act 2018. A small fee will be payable. If you would like a copy of the information held on you please write to Festival Heights Retail Park, Stoke-onTrent, ST1 5NZ or email reception1@mclubspaandfitness.com or newcastle@mclubspaandfitness.com

6. Children's Privacy

Child Membership– we collect a child's personal data from an adult member with parental responsibility for them. We will assume all members linked to the child's head member (parent paying for the memberships) are permitted access to the information on the child's membership account; details of the child's membership subscription, any ancillary services e.g. swim school, visits, DOB and contact details (as per head member account), plus any non-sensitive notes. A child registration form must be completed for each child, which contains health questions and any special requirements. The child registration forms are stored on a secure server on site, with limited access rights

- Our facial recognition technology is not intended for use by children under the age of 13. We do not knowingly collect or process biometric data from children. If we learn that we have inadvertently collected facial recognition data from a child, we will take steps to delete such data as soon as possible.

7. Changes to This Privacy Policy

We reserve the right to update or modify this Privacy Policy at any time. If we make significant changes to how we collect, use, or disclose your personal information, we will notify you by updating the "Effective Date" at the top of this Privacy Policy and may provide additional notice where required by law.

8. Data Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

9. How we use cookies

Cookie Policy Cookies are small, encrypted text files that are stored on your computer or other device by this website. The website uses cookies to collect information about you. We use cookies for the following reasons:

- For marketing purposes for example, to display personalised marketing messages
- To identify you as you travel around our site and to monitor your journey and record enquiries. This enables us to identify issues and improve our customer journey.
- To provide site usage information, which together with purchase information, will further help us improve and develop the products and services we offer.

You may change your website browser settings to reject cookies. To learn how to disable cookies or opt out of their usage please visit aboutcookies.org. At no point do our cookies or those of our third parties gather or store payment information.

