

Privacy Policy

About this policy

In order to provide our service to you, we need to receive certain information about you. This policy explains how we use and manage that information. It refers to information we collect about:

- Lawful basis for data processing
- People who contact us via social media or email
- People who use our services or attend our classes, workshops or events
- Access to personal information
- Disclosure of personal information
- Changes to this privacy notice
- Contact information

What information do we collect?

We may collect, use, store and transfer the following types of information about you:

- Name
- Demographic data e.g. gender, date of birth, pronouns
- Contact information e.g. email address, telephone number
- Financial information (that you provide to make or pay for a booking)
- Feedback & enquiry data e.g. answers to feedback surveys or information in emails/messages you send to ask questions
- Photographs of your participation in my classes, events or workshops

How do we use your information?

We'll only use your personal information where we have a valid reason to do so. Below, we've set out the ways in which we use your personal information and our reasons for doing so.

Booking class(es), courses or workshops

- We will process personal data that relates directly to classes, courses or workshops you have booked with us. This data may have been entered by yourself or by Hannah Hadley-Sage after speaking with you.
- We collect your name, email address, mobile number, date of birth, and some simple health information that you provide when you complete our new student registration form. This is so we know what to call you, how to contact you and so we can send you birthday wishes.
 - We store any physical new student registration forms securely in a filing cabinet only accessible to Hannah Hadley-Sage. Or new student registration forms are completed online using a digital form. These are downloaded after completion and stored in a private folder on our secure OneDrive, accessible only by Hannah Hadley-Sage. After download, your data will be removed from the online survey tool.
 - We will store the new student registration form physically or in digital form for up to 7 years after you last attended a class with us, in line with the requirements of our insurance to teach yoga.
 - Any digital information you share with us will be stored securely on our secure OneDrive or Microsoft email account. Both of these are only accessible to Hannah Hadley-Sage and securely password protected.
- We will also take payment from you in person or online. The details you enter here and data that is collected will be stored within the online system or physical card reader – third party

payment processor Squareup or Stripe who specialize in the secure capture and processing of credit/debit card transactions.

- We will keep all records of transactions, e.g. invoices and receipts, for 7 years for the purpose of accounting only.
- Your name, email address and telephone will also be held on our booking system (historically Bookwhen, since May 2024 Wix). This is only for the purpose of managing clients in a class, workshop and event and in order to reach out to you after booking your first class with us.
- Using our online booking system (Wix) you may also choose to create an account. Any information you choose to include here will be hosted and managed by Wix. Please see their privacy policy for more information.
- All of the above enables us to provide classes, courses or workshops, and provide payment options to you.

Keeping accurate records of your health information

- We ask for simple health information in our new student registration forms in order to ensure we can advise you of alternative poses or modifications to our classes and be mindful of any health-related issues you may be experiencing.
- We may ask to confirm whether the information given is true or whether any amendments need to be made. This will be done in private.
- All information is treated as confidential and only for the purpose of providing classes, workshops or events to you as booked by you. The **only** exception to this is when we are legally required to disclose information or not disclosing information may harm the individual e.g. in a medical emergency.

Photography and videography

- If we are photographing or filming one of our classes, events or workshops we will make this known to you before the class, event or workshop begins. You will have the option to provide consent or not for your likeness (photograph) to be captured.
- I may also, from time to time, produce and distribute marketing materials using images or videos of your likeness taken during one of our classes, events or workshops. Please contact Hannah if you wish to withdraw consent before, during or after the class, event or workshop.

Emailing & contacting you

When you opt in to join our mailing list:

- We will use your name and email address in order to contact you and greet you with your chosen name. We may also use your date of birth to provide birthday treats during your birthday month.
- This information will be stored in Hannah Hadley-Sage's Microsoft email account, used solely for the purpose of We Are Sage Yoga. They may also be transferred into an email marketing management system such as Mailchimp for the purpose only of sending you emails as described below.
- By opting into our mailing list, you will receive emails about our upcoming classes, courses, workshops or special events along with any special promotions being offered.
- You may opt out of our mailing list at any time, whether you are actively attending our classes, courses or workshops or not. To do so, either click the unsubscribe link at the bottom of your email or contact Hannah (see contact section).

When you choose not to sign up to your email address, we will still retain the contact information you have provided (email address and/or mobile telephone number). This will only be used to contact you regarding classes or events that you have specifically signed up to. This is so that we can provide you updates about those classes or events such as class cancellations or rescheduling due to unforeseen events or evolving emergencies.

If you contact us via social media:

- We respond to messages and/or comments on our social media individually and strive to do so in a timely manner. We may delete any comments you leave on our social media if it is discriminatory or inappropriate in any form.

If you contact us via email:

- We respond to emails individually and strive to do so in a timely manner.
- We may use email monitoring software to monitor emails sent and attachments to avoid any accidental or malicious attacks on our data.

To improve our service for you and others

We may use any feedback you provide to us in person or through digital means to:

- Improve your experience e.g. booking classes or during classes, courses or workshops
- Create new classes, courses, workshops or other product offers
- Occasionally we may use your feedback as testimonials for marketing purposes – we will always ask for your explicit information for this purpose

Your rights as a data subject

As a data subject you can:

- Request access to or receive a copy of your data
- Request updates or changes to your data are made where it is incomplete or incorrect
- Request that Hannah Hadley-Sage & We Are Sage Yoga stop processing your data or remove it where it is no longer necessary for the purpose it was collected or if consent is withdrawn
- Request to withdraw your consent for me to process your data at any time

To exercise these rights, please contact Hannah Hadley-Sage.

If you would like to make any complaints, you can also contact the Information Commissioner.

Contact information

You can contact Hannah Hadley-Sage via yoga-with-hannah@outlook.com.

Changes to this policy

We'll keep our privacy policy up to date and available to you either by request or through our links online. We reserve the right to make reasonable changes or to modify this document at any time and will always protect the privacy of your data in line with the law.

This policy was last updated on the 5th May 2024.