



Effective Date: 19.05.23

Introduction

This GDPR and UK Data Protection Policy outlines how Motion Exercise ("we," "our," or "us") collects, uses, processes, and protects personal data of individuals who access and use our website. We are committed to ensuring the privacy and security of personal information in compliance with applicable data protection laws, including the General Data Protection Regulation (GDPR) and the UK Data Protection Act 2018. This policy applies to all users of our website, including external users who create an account and login, as well as those who access general information.

1. Definitions

1.1. "Personal data" refers to any information that directly or indirectly identifies an individual, such as name, address, email address, phone number, or IP address.

1.2. "Processing" means any operation or set of operations performed on personal data, such as collection, storage, retrieval, use, disclosure, or erasure.

2. Lawful Basis for Processing

2.1. We will only process personal data when we have a lawful basis to do so. The lawful bases for processing under the GDPR and UK law include:

- a) The data subject has given explicit consent to the processing of their personal data for a specific purpose.
- b) Processing is necessary for the performance of a contract with the data subject.
- c) Processing is necessary for compliance with a legal obligation.
- d) Processing is necessary to protect the vital interests of the data subject or another natural person.
- e) Processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority.
- f) Processing is necessary for the purposes of legitimate interests pursued by the data controller or a third party, except where such interests are overridden by the interests, rights, or freedoms of the data subject.

3. Collection and Use of Personal Data

3.1. General Information Page: When you visit our website and access general information about Motion Exercise and Motion Wellbeing, we may collect and process certain personal data, such as your IP address, browser type, and device information. We collect this information to improve the functionality and user experience of our website, to analyse website traffic, and to comply with our legal obligations.

3.2. Login Feature for External Users: To create an account and access additional features on our website, we require certain personal data from you, such as your name, email



address, and password. We use this information to authenticate and manage your account, provide personalised services, communicate with you regarding your account, and fulfil our contractual obligations.

4. Data Storage and Security

4.1. We store and process personal data in compliance with applicable data protection laws, including implementing appropriate technical and organisational measures to ensure the security, confidentiality, integrity, and availability of personal data.

4.2. We retain personal data only for as long as necessary to fulfil the purposes for which it was collected, unless a longer retention period is required or permitted by law.

5. Data Sharing and Transfers

5.1. We may share personal data with third-party service providers and partners who assist us in operating our website and providing services to you. These third parties are contractually bound to protect the confidentiality and security of personal data and process it only as instructed by us.

5.2. We may transfer personal data to recipients located in countries outside the European Economic Area (EEA) if necessary for the purposes described in this policy. In such cases, we will ensure appropriate safeguards are in place to protect the personal data, such as the use of standard contractual clauses or relying on adequacy decisions by the European Commission.

6. Individual Rights

6.1. Under the GDPR and UK law, individuals have certain rights regarding their personal data. These rights include the right to:

- a) Access: You have the right to request access to the personal data we hold about you and obtain information about how we process it.
- b) Rectification: If the personal data we hold about you is inaccurate or incomplete, you have the right to request its correction or completion.
- c) Erasure: You have the right to request the deletion of your personal data in certain circumstances, such as when it is no longer necessary for the purposes for which it was collected or if you withdraw your consent.
- d) Restriction of Processing: You can request the restriction of processing your personal data in certain situations, such as when you contest its accuracy or object to the processing.
- e) Object to Processing: You have the right to object to the processing of your personal data based on our legitimate interests or for direct marketing purposes. We will cease processing your personal data unless we demonstrate compelling legitimate grounds for the processing that override your interests, rights, and freedoms.



f) Data Portability: You have the right to receive a copy of your personal data in a structured, commonly used, and machine-readable format and have the right to transmit that data to another controller.

6.2. To exercise your rights, please contact us using the information provided at the end of this policy. We will respond to your request within the timeframes required by law and take appropriate measures to verify your identity before fulfilling your request.

7. Cookies and Tracking Technologies

7.1. We may use cookies and similar tracking technologies on our website to collect information about your browsing activities. These technologies help us analyse website traffic, personalise content, and improve your user experience. By using our website, you consent to the use of these technologies as described in our Cookie Policy.

8. Children's Privacy

8.1. Our website is not intended for individuals under the age of 16. We do not knowingly collect personal data from children. If we become aware that we have inadvertently collected personal data from a child, we will take steps to delete the information as soon as possible.

9. Updates to this Policy

9.1. We may update this GDPR and UK Data Protection Policy from time to time to reflect changes in our practices or legal obligations. The updated policy will be posted on our website, and the effective date will be revised accordingly. We encourage you to review this policy periodically to stay informed about how we collect, use, process, and protect your personal data.

10. Contact Us

10.1. If you have any questions, concerns, or requests regarding this GDPR and UK Data Protection Policy or our data protection practices, please contact us at:

info@motionexercise.co.uk

Data Protection Officers: Motion Directors Ella Hopkin and Zeezy Qureshi

We will address your inquiries and strive to resolve any concerns in a timely and appropriate manner.