
FitState

Privacy Policy

Last updated: February 2026

FitState is committed to protecting your privacy. This policy explains how we collect, use, store, and share your personal information when you use our website, book sessions, or sign up to events we host or co-host.

FitState is the data controller for the personal data described in this policy unless otherwise stated. Our contact details are provided at the end of this document.

1. What personal information we collect

We collect the following personal information when you interact with us:

- Name
- Email address
- Phone number
- Postal address (where relevant to service delivery)
- Date of birth (where relevant, e.g. for health screening purposes)
- Health and fitness information you provide to us (e.g. medical conditions, injury history, fitness goals)
- Payment and billing information
- Event booking and attendance records

We may also collect technical data from your use of our website, such as IP address, browser type, and pages visited, through the use of cookies. See Section 8 for more detail.

2. How we collect your information

We collect personal information directly from you when you:

- Make an enquiry via our website, email, phone, or social media
- Book or attend a personal training session
- Sign up to an event hosted or co-hosted by FitState
- Purchase a product or service
- Subscribe to our mailing list or newsletter
- Provide feedback or complete a survey

3. Why we process your information and our legal basis

We process your personal data for the following purposes, relying on the legal bases indicated:

To deliver personal training and fitness services to you – *Legal basis: Performance of a contract.*

To manage bookings and process payments – *Legal basis: Performance of a contract.*

To communicate with you about your sessions, bookings, or account – *Legal basis: Performance of a contract / Legitimate interest.*

To send you marketing communications where you have opted in – *Legal basis: Consent.*

To share your contact details with event co-hosts where you have given specific, separate consent (see Section 5) – *Legal basis: Consent.*

To comply with legal or regulatory obligations – *Legal basis: Legal obligation.*

4. How we share your information

We will not share your personal data with any third party without a lawful basis for doing so. The parties with whom we may share data include:

- Payment processors, to process transactions securely
- Website hosting and email service providers, acting as our data processors
- Event co-hosts, only where you have given specific consent (see Section 5)

We do not sell your personal data to any third party.

5. Co-hosted events and data sharing with co-hosts

FitState occasionally co-hosts events, workshops, or classes with third-party partners. When you sign up to attend a co-hosted event, you will be given the option to consent separately to your contact details being shared with the named co-host(s) for that event.

If you give this consent, the co-host(s) may contact you about products, services, or events they believe may be of interest to you. Each co-host will be identified by name at the point you are asked to give consent, and their own privacy policy will be made available to you.

This consent is entirely optional and is not a condition of attending the event. You may attend any co-hosted event without agreeing to your data being shared with the co-host.

Once your data has been shared with a co-host on the basis of your consent, that co-host becomes an independent data controller for the data they receive. If you wish to withdraw consent or exercise your data rights in relation to data held by a co-host, you will need to contact that co-host directly. Their contact details will be provided at the point of consent.

You may withdraw your consent for future data sharing with co-hosts at any time by contacting us (see Section 10).

6. How we store and protect your information

Your personal data is stored securely using encrypted cloud-based systems and password-protected files. We take reasonable technical and organisational measures to protect your data against unauthorised access, loss, or misuse.

We retain your personal data only for as long as is necessary for the purposes set out in this policy, or as required by law. As a general guide:

- Client records: retained for the duration of our working relationship and for 6 years afterwards
- Financial records: retained for 6 years in line with HMRC requirements
- Marketing consent records: retained for as long as consent remains active

- Event sign-up data: retained for 12 months after the event unless you are an ongoing client

7. Your rights

Under the UK General Data Protection Regulation (UK GDPR), you have the following rights in relation to your personal data:

- The right to be informed about how your data is used (this policy)
- The right of access – to request a copy of the data we hold about you
- The right to rectification – to ask us to correct inaccurate data
- The right to erasure – to ask us to delete your data where there is no compelling reason to continue processing it
- The right to restrict processing
- The right to data portability
- The right to object to processing based on legitimate interest
- The right to withdraw consent at any time, where consent is the legal basis for processing

To exercise any of these rights, please contact us using the details in Section 10. We will respond within one month.

8. Cookies

Our website uses cookies to improve your experience and to help us understand how the site is used. You can manage your cookie preferences through your browser settings.

9. Changes to this policy

We may update this privacy policy from time to time. Any changes will be posted on our website with a revised “last updated” date. We encourage you to review this policy periodically.

10. Contact us

If you have any questions about this privacy policy, wish to exercise your data rights, or want to make a complaint, please contact:

Zoe Baker, FitState
Zoe@Fitstate.co.uk
07967 200092

You also have the right to lodge a complaint with the Information Commissioner’s Office (ICO) if you believe your data has been handled unlawfully. You can contact the ICO at ico.org.uk or by calling 0303 123 1113.