



Privacy Notice – Violet Lotus Yoga

- Updated May 2018 in accordance with GDPR Legislation

We are committed to safeguarding the privacy of our clients and website visitors; this policy sets out how we will treat your personal information.

INTRODUCTION

This notice refers to **personal data**, which is defined as information concerning any living person (Data Subject) that is not already in the public domain.

The **General Data Protection Regulation (GDPR)** seeks to protect and enhance the rights of data subjects. These rights cover the safeguarding of personal data, protection against the unlawful processing of personal data and the unrestricted movement of personal data within the EU. It should be noted that GDPR does not apply to information already in the public domain.

PERSONAL DATA

Violet Lotus Yoga uses the information collected from you to provide you with new information either via email or E-newsletter about our services, make telephone contact and to email you marketing information which we believe may be of interest to you. If you consent to receiving Marketing Information from **Violet Lotus Yoga**, we shall maintain a marketing dialogue with you until you either **opt out** (which you can do at any stage – just let us know using our Contact Form on our website), or we decide to desist in promoting our services. Some personal data may be collected about you from the website contact forms and surveys you complete, also from records of our correspondence and phone calls and details of your visits to our website.

We shall store your information on password protected computers and/or secure servers. We have a security protocol in place which ensures passwords are updated regularly.

Currently our website does not use cookies which is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. However, we may use cookies in the future to: enable our website to recognise you when you visit. Session cookies will be deleted from your computer when you close your browser. Persistent cookies will remain stored on your computer until deleted, or until they reach a specified expiry date.

We use **Google Analytics** to analyse the users journey on our website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our website is used to create reports about the use of the website and to inform us how we might make the user experience better. Google will store this information. Google's privacy policy is available at: <https://www.google.com/privacypolicy.html>.

The Information we at **Violet Lotus Yoga** hold about you encompasses all the details you provided to us along with any sales transactions including any third-party information we have obtained about you from public sources.

We will only collect the information needed so that it can provide you with the best service, we do not sell or broker your data.

THE LEGAL PART

In order for us to process personal data we must have a lawful purpose for doing so. This is outlined below.

LEGITIMATE INTEREST

When you provide your personal details to us, we use your information for our legitimate business interests. Before doing this, we will carefully consider and balance any potential impact on you and your rights.

The following are some examples of when and why we would use this approach.

Direct Marketing

We may send Direct marketing information via email but we will make sure our direct marketing is relevant to you and where possible tailored to your interests. You can opt out anytime.

Any personal information we hold will be held in accordance with our newsletter service, Mailchimp - to check their policy, [click here](#).

Why we use Google Analytics

To process your personal information for the purposes of customer analysis, assessment, profiling and direct marketing, on a personalised or aggregated basis, to help us with our service offers and to provide you with the most relevant information as long as this does not harm any of your rights and interests.

Research

To determine the effectiveness of promotional campaigns and advertising and to develop our products, services, systems and relationships with you.

CONSENT

We also rely on consent for lawful processing where we have no legitimate interest. An example of this may be when you sign up to receive marketing through our website. Every marketing email we send gives you the opportunity to withdraw consent by unsubscribing.

DISCLOSURE

We may on occasion, pass your Personal Information to third parties exclusively to process work on our behalf, ie Yoga Workshop or a Yoga related event venue. If this is the case, we will be able to provide you with their privacy policy on request.

We do not broker or pass on information gained from your engagement with us without your consent. However, we may disclose your Personal Information to meet legal obligations, regulations or valid governmental request. We may also enforce our Terms and Conditions, including investigating potential violations of our Terms and Conditions to detect, prevent or mitigate fraud or security or technical issues; or to protect against imminent harm to the rights, property or safety of Violet Lotus Yoga, our clients and/or the wider community.

RETENTION POLICY

We will process personal data during the duration of any contract and will continue to store only the personal data needed for **five years** after the contract has expired to meet any legal obligations. After five years any personal data not needed will be deleted.

DATA STORAGE

Currently our website is hosted by a 3rd party hosting provider and they have their own privacy policy which you can [view here](#). This will tell you about their security protocols, which are in place to protect your data on their infrastructure.

Currently this website serves purely promotional purposes and is not used for direct e-commerce or any online transactions. We do not use Malware scanning.

Any personal information we hold will be held in accordance with our newsletter service, Mailchimp - to check their privacy policy, [click here](#).

To access what personal data is held, identification will be required

We will accept the following forms of ID when information on your personal data is requested: a physical original of your national ID card, driving license, passport, birth certificate and a utility bill not older than three months. A minimum of one piece of photographic ID listed above and a supporting document is required. If we are dissatisfied with the quality, further information may be sought before personal data can be released.

All data requests should be made using the Violet Lotus yoga [Website Contact Form](#)