

Privacy Policy

Last updated: [09/09/2025]

FireWithin (“we”, “our”, “us”) is committed to protecting your privacy and handling your personal information with care, transparency, and respect. This Privacy Policy explains how we collect, use, and safeguard your data in line with the UK General Data Protection Regulation (UK GDPR).

1. Information We Collect

We may collect and process the following information when you use our services or website:

- **Contact details:** Name, email address, phone number, and postal address.
 - **Health information:** Information provided in health questionnaires or disclaimer forms (considered *special category data* under GDPR).
 - **Service details:** Information related to bookings, attendance, and preferences.
 - **Payment information:** Payment details necessary to process transactions (note: we do not store full card details; these are handled securely by our payment provider).
 - **Technical data:** Information collected when visiting our website, such as IP address and browser type (via cookies or analytics tools).
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2. How We Use Your Information

We use your personal information to:

- Deliver our services (including one-to-one and group sessions, client visits, and workshops).
 - Process bookings and payments.
 - Send monthly email updates if you have subscribed.
 - Communicate with you regarding services, appointments, and updates.
 - Assess suitability and safety for participation in activities (through health questionnaires/disclaimer forms).
 - Comply with legal or regulatory requirements.
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3. Legal Basis for Processing

Under UK GDPR, we rely on the following lawful bases to process your data:

- **Consent** – for email marketing and for collecting sensitive health information.
- **Contract** – to provide services you have booked with us.

- **Legal obligation** – to comply with laws or regulations.
 - **Legitimate interests** – to improve services and maintain records.
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4. Special Category Data

Health and wellbeing information you provide is treated with the highest level of confidentiality. We will only process this information with your explicit consent and solely for ensuring your safety during sessions.

5. Data Storage and Retention

- Personal data is stored securely (digitally with password protection or in locked files).
 - Health questionnaires and disclaimer forms are retained for up to **7 years**, in line with professional and insurance requirements.
 - Contact details for email subscriptions are kept until you unsubscribe.
 - Payment information is only retained for the duration necessary to process the transaction.
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6. Sharing Your Information

We do not sell or share your data with third parties for marketing purposes. Your data may be shared with trusted providers (such as secure payment processors or email platforms) strictly to deliver services.

7. Your Rights

Under UK GDPR, you have the right to:

- Access the personal data we hold about you.
- Request correction of inaccurate data.
- Request deletion of your data (“right to be forgotten”).
- Restrict or object to certain types of processing.
- Withdraw consent at any time (e.g., unsubscribe from emails).
- Data portability (receive your data in a machine-readable format).

To exercise these rights, please contact us at: **[Your Contact Email]**.

8. Security

We use appropriate technical and organisational measures to keep your data safe and secure, including encryption, password protection, and restricted access.

9. Cookies and Website

Our website may use cookies to improve user experience and track website performance. You can manage cookie preferences via your browser settings.

10. Contact Us

If you have questions or concerns about this Privacy Policy, please contact:

FireWithin

Email: firewithin.life@gmail.com

You also have the right to lodge a complaint with the UK Information Commissioner's Office (ICO): <https://ico.org.uk>.