

Privacy Policy

Last updated: October 2025

This Privacy Policy explains how *Fit4Adventure* (“we”, “our”, “us”) collects, uses, and protects your personal information when you visit our website or work with us through our coaching programs.

We’re committed to safeguarding your privacy and being transparent about how we handle your data.

1. Who We Are

Fit4Adventure

Located in Burton in Lonsdale, United Kingdom

Contact: jon@fit4adventure.info

2. Information We Collect

We collect personal information that helps us provide our coaching, membership, and adventure services safely and effectively. This includes:

- **Contact details:** Name, email address, phone number (if provided).
- **Payment information:** Processed securely via **Stripe**.
- **Health and fitness data:** Information you provide in questionnaires or forms to determine suitability for coaching and ensure your safety.
- **Usage data:** Basic website analytics (such as page views and time on site) to help improve our content and user experience.

3. How We Use Your Information

We use your information to:

- Communicate with you about coaching, programs, or events.
- Process payments and manage your account.
- Tailor coaching programs safely and effectively.
- Improve our services, website, and user experience.
- Comply with legal and financial requirements.

We do **not** sell, rent, or share your personal data with third parties for marketing purposes.

4. Legal Basis for Processing

We process your information under the following lawful bases:

- **Contract:** To deliver the services you’ve requested.

- **Consent:** When you opt into newsletters or marketing updates.
- **Legitimate Interest:** To improve our business and website.
- **Legal Obligation:** For accounting, record-keeping, or compliance.

5. How We Store and Protect Your Data

Your data is stored securely on encrypted systems.

Payment data is processed through **Stripe**, which complies with PCI-DSS security standards. We keep your data only as long as necessary to fulfil the purposes outlined in this policy or as required by law.

6. Sharing Your Data

We only share limited data with trusted service providers necessary to run our business, such as:

- **Wix** – website hosting and contact forms.
- **Stripe** – secure payment processing.
- **Analytics tools** (e.g., Google Analytics) – to understand website performance.

These partners are GDPR-compliant and only process your data according to our instructions.

7. Your Rights

Under UK data protection law, you have the right to:

- Access the personal data we hold about you.
- Request correction or deletion of your data.
- Withdraw consent for marketing at any time.
- Request restriction or transfer of your data.

To exercise these rights, email jon@fit4adventure.info.

8. Cookies and Tracking

Our website may use cookies to improve user experience and website performance. You can control or disable cookies in your browser settings at any time.

9. Updates to This Policy

We may update this Privacy Policy occasionally to reflect changes in our business or legal requirements. The latest version will always be available on our website.

10. Contact Us

If you have any questions about this Privacy Policy or how your data is used, contact:

Jon Batty

Email: jon@fit4adventure.info

Location: Burton in Lonsdale, United Kingdom