

Our Privacy Policy

1. Introduction

This Privacy Policy explains how Productive Health Ltd collects, uses, and protects your personal data when you use our fitness app and website. Productive Health Ltd is committed to complying with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

2. What Information We Collect

We may collect and process the following personal data:

- Name and contact details (e.g., email address, phone number)
- Account information (e.g., username, password)
- Health and fitness data voluntarily provided by you
- Website usage data (e.g., cookies, IP address, browser type)
- Mailing list preferences and engagement data

3. How We Use Your Information

We use your personal data to:

- Provide and personalise the fitness services offered
- Operate and improve our app and website
- Send newsletters and marketing communications if you've opted in
- Comply with legal obligations
- Respond to support enquiries

4. Legal Basis for Processing

We rely on the following legal bases to process your personal data:

- Your consent (e.g., for marketing emails)
- Performance of a contract (e.g., user accounts and services)
- Legal obligations
- Legitimate interests (e.g., improving user experience)

5. Mailing List and Marketing Communications

If you subscribe to our mailing list, we will use your email address to send you updates and promotional materials. You can unsubscribe at any time by clicking the "unsubscribe" link in any of our emails or by contacting us directly.

6. Data Sharing and Security

We do not sell your data. We may share your data with trusted service providers who assist with our operations (e.g., email marketing platforms). All third parties are required to process your data securely and in compliance with UK GDPR.

7. Your Rights

Under UK GDPR, you have the right to:

- Access the personal data we hold about you
- Request correction or deletion of your data

- Object to or restrict processing
- Withdraw consent at any time
- Lodge a complaint with the ICO (Information Commissioner's Office)

8. Data Retention

We will retain your personal data only as long as necessary to fulfil the purposes we collected it for, including legal and reporting obligations.

9. Cookies

Our website uses cookies to improve your experience and analyse site traffic. You can control cookie preferences through your browser settings.

10. Changes to This Policy

We may update this policy from time to time. Any significant changes will be communicated via the app, website, or email.

11. Contact Us

If you have any questions about this Privacy Policy or your personal data, please contact us at: marta@productivehealthandfitness.com