# Privacy Policy - General Data Protection Regulation (GDPR) 2018

In May 2018, new Europe-wide guidelines come into place regarding how your Data is acquired, stored, retrieved and accessed. These new guidelines give the Data Owner (you) more control over what information is kept. This is a good thing to protect us all! This document sets out how Lara Darby Yoga handles the Data it collects from all class and workshop participants, and to reassure you of GDPR compliance.Please note that I will never, ever share any of your data with a third party, unless I am required to do so by law. I am committed to respecting your personal data and wish to ensure your trust in storing any data I collect safely and securely. Otherwise, it’s just not very Yogic! If you require more detailed information regarding my Privacy Policy then please see below.

## ****1. What Data is collected?****

### ****a) General Class Data – Paper****

When you first attend a class, you will fill in a Medical History form online via Word document, which details any important medical details, your contact details and the expectations you have from the classes.

### ****b) Electronic Data****

Your email address and name is collected for email marketing purposes via the third-party Mailchimp application when you agree to receive newsletters. I may gather statistics around email opens and clicks using industry standard technologies to help me monitor and improve my newsletters. Mailchimp is a leader in its field and its privacy policy is available on its website www.mailchimp.com

### ****c) Digital Purchases Data****

When you buy any digital products or class passes via this website, your payment data is collected by Stripe, the payment app and by Acuity Scheduling, the booking system.

## ****2. How is this Data used?****

### ****a) Medical Forms****

The information on the medical history form helps me to understand what your expectations are from a class, any medical history that I might need to be aware of.

### ****b) Electronic Data****

The email addresses stored on the MailChimp system and Acuity Scheduling system and are used to send out regular newsletters to inform you of any new classes, workshops or events that I am hosting or to share ideas about yoga, nutrition or lifestyle.

### ****c) Contact Details****

The mobile numbers and email addresses are used to contact you in an emergency.

## ****3. How is the Data Stored?****

### ****a) Medical Forms****

Any paperwork pertaining to you is stored for a period of 7 years for insurance purposes and is kept in a locked desk at home. They are then burned once that time has expired.

### ****b) Electronic Data****

Your electronic data is stored securely for email marketing at MailChimp.  Payment details for purchases are stored online by Stripe and contact details are stored by the calendar system Acuity Scheduling. All of these companies have their own rigorous security measures in place, their own GDPR Policies and are fully GDPR compliant.

## ****4. How Long is the Data retained?****

### ****a) Electronic Data****

Group class bookings are deleted regularly from Acuity & Stripe applications.

Email addresses can be removed from the MailChimp application by clicking unsubscribe at the bottom of the email, or by contacting me directly.

Payment details and purchase histories are stored, by law, for 7 years, for accounting purposes. After this time they will be deleted.

## ****5. Accessibility****

If you wish to renew, delete or amend your data you may have access to what I store on your behalf by contacting me at any time to obtain that data as part of the new GDPR regulations.

### ****a) Medical Forms****

Please email me directly at [lara@laradarby.com](mailto:lara@laradarby.com) indicating when you attended approximately and I will then send you back a copy of your form via a scanned document.

### ****b) Electronic Data****

Send me an email to [lara@laradarby.com](mailto:lara@laradarby.com) and I can send you a file held by MailChimp.

**I keep my privacy policy under regular review and will place any updates on this webpage. This privacy policy was last updated on 25 May 2018.**

**If you require further information or have any questions regarding this privacy policy, then please email lara@laradarby.com**