



GDPR & PRIVACY NOTICE

Heritage Pilates Limited | Heritage Pilates & Heritage Wellbeing

Data Controller	Heritage Pilates Limited	Company No.	17192005
Premises	19 St Nicholas Street, Diss, IP22 4LB	Data Protection Lead	Rae Kilpatrick
Booking systems	Fresha (Heritage Wellbeing) and Momenca (Pilates)	Issue date	29 August 2026
Privacy contact	Use the contact details published on the Heritage Pilates website	Review	August 2027 or sooner after material change

1. Who we are

Heritage Pilates Limited ('Heritage Pilates', 'HP', 'we', 'us') is responsible for personal information used to operate the Heritage Pilates and Heritage Wellbeing business, including Pilates bookings, treatment bookings, sauna bookings, website enquiries, customer administration and HP marketing.

For these activities, Heritage Pilates Limited is the data controller. Rae Kilpatrick is the internal Data Protection Lead. Some self-employed treatment practitioners act as independent data controllers for their own professional clinical or treatment records. Where this applies, the practitioner is responsible for those records and may provide additional privacy information.

2. Information we may collect

- Identity and contact information, such as name, email address, telephone number and postal address where required.
- Booking, attendance, class, appointment, membership and service history.
- Payment and transaction information. Full payment-card details are generally handled by the relevant payment/booking provider rather than stored by Heritage Pilates.
- Website enquiries and correspondence with us.
- Marketing preferences and records of consent, opt-out or unsubscribe.
- Health or screening information where necessary for the safe delivery of Pilates, sauna or another HP service.
- Accident, incident, emergency contact and safety information where relevant.
- Staff, practitioner and contractor information required for administration, training, insurance and compliance.

3. Why we use your information and our lawful bases

- To take and manage bookings, memberships, appointments, payments and cancellations: necessary for a contract or to take steps at your request before entering a contract.
- To answer enquiries about our services: steps at your request before a contract and/or our legitimate interests in responding to enquiries and managing the business.
- To manage safety, premises, incidents and legal/compliance obligations: legal obligation and/or legitimate interests, depending on the specific purpose.
- To keep accounting and tax records: legal obligation.
- To send direct marketing: consent where required, or the permitted existing-customer 'soft opt-in' where all legal conditions are met. Every electronic marketing message will include a simple opt-out.
- To administer staff/practitioner relationships and business operations: contract, legal obligation and/or legitimate interests as applicable.

4. Health and other special-category information

Health information is special-category personal data and receives additional protection. Where Heritage Pilates needs health information for a Pilates or sauna health-screening purpose, the normal Article 6 basis will usually be performance of the requested service/contract. Heritage Pilates will also identify a separate Article 9 condition; for HP's non-clinical screening activities this will ordinarily be explicit consent, unless another condition is more appropriate in the circumstances.

Treatment and clinical records created by a self-employed practitioner are normally the practitioner's responsibility as an independent controller. The practitioner is responsible for identifying the lawful basis and special-category condition that applies to their professional records.

5. Booking systems and service providers

- Fresha: the Heritage Wellbeing Fresha account is owned/administered by Heritage Pilates and is used for treatment booking and appointment administration. Fresha acts as a processor for Partner Client data in the circumstances described in its Data Protection Addendum, with some activities where Fresha acts as an independent controller.
- Important Fresha restriction: Fresha's current Data Protection Addendum states that Partners may not upload, request or otherwise process special-category data such as health data under that DPA. Heritage Pilates therefore uses Fresha for booking/administration only unless Fresha confirms in writing that the specific health-data functionality being used is authorised under the applicable contract.
- Momence: Momence is used for Pilates bookings/classes/memberships. Momence states that it acts as a processor when providing purchased services to subscribers and Heritage Pilates remains controller of its subscriber/client data.
- Website, email, payment and other service providers may process information on our behalf or act as independent controllers for their own purposes. We keep these arrangements under review and use appropriate contractual/data-protection terms where required.

6. Self-employed practitioners

Heritage Pilates controls the booking and general administration data processed through HP systems. A self-employed practitioner may be an independent controller for the clinical/treatment record they create and maintain. Where a practitioner uses an HP-owned system, access permissions and responsibilities should be limited and documented so that the practical arrangements match the stated controller roles.

7. Sharing information

- With booking, payment, IT, website, email and professional service providers where necessary to operate the business.
- With an individual practitioner where necessary to provide a booked service.
- With insurers, professional advisers, regulators, courts, law-enforcement bodies or emergency services where there is a lawful reason.
- We do not sell personal information.

8. International transfers

Some technology providers may process personal information outside the UK. Where UK personal data is transferred internationally, the relevant provider and/or Heritage Pilates must use a lawful transfer mechanism. Momence states that it uses the UK Extension to the EU-US Data Privacy Framework and other contractual safeguards for relevant transfers. Fresha's Data Protection Addendum also provides mechanisms for applicable international transfers.

9. How long we keep information

We keep personal information only for as long as it is needed for the purpose for which it was collected, or for a justified legal, accounting, insurance or claims period. The detailed periods are set out in the Heritage Pilates Data Retention Schedule. Independent practitioners set their own clinical-record retention periods in line with their professional, insurance and legal requirements.

10. Your rights

- You may have rights to access your personal information, correct inaccurate information, request erasure or restriction in certain circumstances, object to some processing, receive portable data in applicable cases, and withdraw consent where processing relies on consent.
- Direct-marketing objections are respected at any time. A minimal suppression record may be retained to make sure we do not contact you again contrary to your choice.
- To exercise a right, contact Heritage Pilates using the contact details published on our website. We may need to confirm identity before responding.
- You also have the right to complain to the Information Commissioner's Office (ICO).

11. Changes to this notice

We review this notice when our services, systems, practitioner arrangements or legal requirements change. The current version should be published on the Heritage Pilates website and linked at relevant data-collection points, including Fresha and Momence where the platforms allow.