

## **PEACHES PILATES PRIVACY POLICY**

### **Description of Service**

This privacy policy is intended to inform you about the information and data gathered by Peaches Pilates (“us”, “we”) when you use this service, how we store your information, information we collect and to the degree your information may be used.

Peaches Pilates takes your privacy seriously. We do not rent, sell or share your personal information with 3rd parties, except as listed below.

We may update this Privacy Policy from time to time, and as a registered Peaches Pilates user, we will attempt to inform you of any material changes by email. Otherwise, please check back frequently on the Peaches Pilates website for the latest and most updated privacy policy posted here.

Peaches Pilates provides you with the opportunity to review, remove and modify any personal information that you provided previously under the Data Protection Act 1998, please contact us directly by email to make changes to your personal information. You may also update your personal information by logging into your Peaches Pilates account and updating your details.

### **Data Collection & Use**

We only collect the personal data you choose to provide us during your registration process. As part of the registration process in order to use Peaches Pilates services you need to provide us with your Full Name, Address, Email Address, Phone, Country, State, Postal Code, and Billing information, including credit card data or PayPal information. All data is stored in Australia. You may elect to not provide any of the above info, but you may then not be able to use Peaches Pilates services or certain features. You may request for us to delete your stored data by emailing [info@peachespilates.com](mailto:info@peachespilates.com).

### **Analytics**

We may collect and store certain information about your interaction with Peaches Pilates website and services, including cookies, IP Addresses, browser type, device type, location, Internet service provider (ISP), entry and exit pages, operating systems, time/date stamps, and other related data. Peaches Pilates uses this information, only to deliver our services to you or to improve the quality of our services and products. If you choose to decline cookies via your browser, you will have some limitations in using Peaches Pilates services.

### **Email Notices**

When you register to use Peaches Pilates services, your email will automatically be listed in the Peaches Pilates mailing list. You will receive welcome information, account information, and other marketing related information related to Peaches Pilates services and the products you viewed and purchased. You may also receive periodic emails from us notifying you of new features, products, titles and other related information for Peaches Pilates services.

You may choose to opt out of receiving promotional emails from Peaches Pilates at any time by clicking the unsubscribe link or emailing [info@peachespilates.com](mailto:info@peachespilates.com).

At any time if you forget your account information, you may log back onto Peaches Pilates website and click forgot login on the login area screen, a password reset link will be emailed to you with further steps to reset your account info.

### **Business Transitions**

In the event of Peaches Pilates goes through a business transition, such as a merger, acquisition by or with another company, including partial or all assets, any personally identifiable information we have on record will likely be transferred with the transition.

### **Security**

We employ and protect all data with SSL encryption and other security measures to ensure you that your data is protected and safe. However please be advised that while we take extra measures to protect your data and integrity of your information, we cannot guarantee that our security measures will prevent unauthorized access from occurring. Please take the proper steps to maintain the security of your account information. We highly recommend that you set a tough to guess password for your registered account with Peaches Pilates to ensure others from easily guessing your password.

### **Changes to our privacy policy**

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by email.

### **Your Rights**

You have the right to ask us to not process your personal data for marketing purposes. You can exercise that right by contacting us at [info@peachespilates.com](mailto:info@peachespilates.com).

### **Contact Information**

If you have any questions or concerns about this policy or any Peaches Pilates services products, services or features, please don't hesitate to contact us at [info@peachespilates.com](mailto:info@peachespilates.com).