



Privacy policy

This Privacy Policy governs the manner in which Area 515 Fitness (or “we” or “us”) collects, uses, maintains and discloses information collected from users (each, a "User") of the website ("Site"). This privacy policy applies to the Site and all products and services offered by Kiddie Fit UK.

Personal identification information

We may collect personal identification information from Users in a variety of ways, including, but not limited to, when Users visit our site, register on the site, fill out the online Request Form, and in connection with other activities, services, features or resources we make available on our Site. Users are asked for, as appropriate, name, first name, child name and age, gender, email address, mailing address, phone number. Users may, however, visit our Site anonymously. We will collect personal identification information from Users only if they voluntarily submit such information to us. Users can always refuse to supply personally identification information, except that it may prevent them from engaging in certain Site related activities.

Non-personal identification information

We may collect non-personal identification information about Users whenever they interact with our Site. Non-personal identification information may include the browser name, the type of computer and technical information about Users means of connection to our Site, such as the operating system and the Internet service providers utilized and other similar information.

Web browser cookies

Our Site may use "cookies" to enhance User experience. User's web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. Users may choose to set their web browser to refuse cookies, or to alert you when cookies are being sent. If they do so, note that some parts of the Site may not function properly.

How we use collected information

Area 515 Fitness may collect and use Users personal information for the following purposes:

- **To book an Introductory visit, enroll a child in one of our programmes or to request further information about Area 515 Fitness programmes. If you wish to enroll your child, you may do so: (i) in person at a centre location; or (ii) by selecting a location and using the online form which includes personal information such as your name, first name, name and ages of your children, and your contact information. Area 515 Fitness locations are rented. Area 515 Fitness may retain your Enrollment Information to then contact you about: (a) enrolling your child; (b) upcoming classes, products and services, and promotions.**
- **To send periodic emails. We may use the email address to send User information and updates pertaining to their enrollment. It may also be used to respond to their inquiries, questions, and/or other requests. If at any time the User would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email.**



How we protect your information

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorised access, alteration, disclosure or destruction of your personal information and data stored on our Site.

As already indicated, Area 515 Fitness locations are rented by the company. The company may retain your Enrollment Information to contact you about: (a) enrolling your child; (b) upcoming classes, products, services, and promotions.

Sharing your personal information

We do not sell, trade, or rent Users personal identification information to others. We may share generic aggregated demographic information not linked to any personal identification information regarding visitors and users with our business partners, trusted affiliates and advertisers for the purposes outlined above. If Users decide to opt-in to our mailing list, they will receive emails that may include company news, updates, related product or service information, etc. We may use third party service providers to help us operate our business and the Site or administer activities on our behalf, such as sending out newsletters or surveys. We may share your information with these third parties for those limited purposes provided that you have given us your permission.

Third party websites

Users may find advertising or other content on our Site that link to the sites and services of our partners, suppliers, advertisers, sponsors, licensors and other third parties. We do not control the content or links that appear on these sites and are not responsible for the practices employed by websites linked to or from our Site. In addition, these sites or services, including their content and links, may be constantly changing. These sites and services may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to our Site, is subject to that website's own terms and policies.

Compliance with children's online privacy protection act

Protecting the privacy of the very young child is especially important. For that reason, we never collect or maintain information at our Site from those we actually know are under 13, and no part of our website is structured to attract anyone under 13.

Changes to this privacy policy

Area 515 Fitness has the discretion to update this privacy policy at any time. When we do, we will revise the updated date at the bottom of this page. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.