

# Privacy Policy for Life Force Wellness Ltd

**Last updated: April 2026**

Life Force Wellness Ltd (“we”, “our”, or “us”) is committed to protecting your personal data and respecting your privacy. This Privacy Policy explains how we collect, use, store and protect your data when you use our services; including ELEVATE sessions, Coaching Programmes, Retreats, Wellness Days, Newsletter and related wellness services.

## 1. Who We Are

Life Force Wellness Ltd: Registered in England and Wales  
Based in London, UK  
Email: [liz@lifeforcewellness.co.uk](mailto:liz@lifeforcewellness.co.uk)

We are the data controller for the purposes of data protection law.

## 2. What Data We Collect

We may collect and process the following personal data:

- **Identity Data:** Name, Date of Birth
- **Contact Data:** Home Address, Email Address, Telephone Number
- **Health Data (Special Category Data):** Health history, lifestyle and pre-exercise questionnaire responses
- **Payment Data:** Processed securely via Stripe (we do not store card details)
- **Technical and Usage Data:** Limited data via Wix and Funnel Sketchers (e.g., clicks, form sign-ups)

## 3. How We Collect Your Data

We collect data when you:

- Book a session through Calendly
- Complete a pre-exercise or health and lifestyle questionnaire
- Sign a client agreement for one of our services
- Book to join a retreat or wellness day
- Make a payment via Stripe
- Sign-up to our newsletter (hosted on Funnel Sketchers)
- Contact us via our website (hosted on Wix)
- Contact us by email

#### 4. Lawful Basis for Processing Your Data

We process your data under the following lawful bases:

- **Contract:** To deliver your booked service (ELEVATE session, coaching programme or others)
- **Legal Obligation:** To comply with tax or financial regulations
- **Consent:** For collecting and processing your health information (special category data)
- **Legitimate Interest:** For customer support and business operations
- **Consent (Marketing):** You will only receive marketing emails if you opt in

#### 5. How We Use Your Data

We use your data to:

- Confirm and manage bookings
- Deliver wellness services
- Provide session updates and recommendations
- Send marketing emails (if you've opted in)
- Ensure compliance with legal obligations

#### 6. Sharing Your Data

We may share your data with trusted service providers for processing purposes:

- **Calendly** – for scheduling
- **Stripe** – for secure payment processing
- **Funnel Sketchers** – for email automation and lead capture
- **Wix** – for booking introductory calls, booking ELEVATE sessions, our contact/messaging form and newsletter sign-up.

These providers are GDPR-compliant and only process data on our behalf.

#### 7. Data Storage and Security

Your data is stored:

- Electronically on our local device(s), protected with password security
- On secure, GDPR-compliant platforms mentioned above

We implement appropriate security measures to protect your personal and sensitive data.

## **8. International Data Transfers**

Some services we use (e.g. Stripe, Calendly) may transfer data outside the UK. We ensure that any such transfer is protected through approved safeguards such as Standard Contractual Clauses (SCCs).

## **9. Data Retention**

We only keep your data for as long as necessary to fulfil the purpose it was collected for, including legal, tax or accounting requirements. Health data will be reviewed periodically and retained no longer than 7 years after your last session.

## **10. Your Rights**

Under data protection law, you have the right to:

- Access your data
- Correct inaccurate data
- Request deletion of your data
- Withdraw consent (e.g., unsubscribe from marketing)
- Lodge a complaint with the **ICO** ([www.ico.org.uk](http://www.ico.org.uk))

To exercise any of these rights, contact us at [liz@lifeforcewellness.co.uk](mailto:liz@lifeforcewellness.co.uk).

## **11. Marketing Communications**

You will only receive marketing emails if you have actively opted in. You may unsubscribe at any time by clicking the link in the email or contacting us directly.

## **12. Updates to This Policy**

We may update this Privacy Policy from time to time. The latest version will always be available on our website.