

# The V.A.L.L.Y.™ Rhythm

## *Privacy Notice*

Effective 23 October 2026

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This notice explains how The V.A.L.L.Y.™ Rhythm collects and uses personal data when you visit our website, register for a session, buy from us, ask about membership or join a membership. Each section below covers one of these situations, so you can go straight to the part that applies to you.

### 1. Who we are

Claire Torres Carrera, trading as The V.A.L.L.Y.™ Rhythm, is the controller of your personal data.

Address: 26 Triq Giovany Papaffy, Birkirkara, Malta

Email: [claire@thevallyrhythm.com](mailto:claire@thevallyrhythm.com)

Website: [thevallyrhythm.com](https://thevallyrhythm.com)

For any question about this notice or your personal data, please email us at the address above.

### 2. Free live sessions and events

When you register for a free live session, we ask for your first name, last name and email address. Your phone number is optional.

We use these details to:

- confirm your place and send you the joining link;
- send you practical information and reminders about the session;
- tell you about optional add-ons linked to the session;
- send you marketing emails, where section 6 allows it.

We use your details for the session itself because you have asked to take part. Please do not include health information in a registration form or message.

## **Recording of live sessions**

Live group sessions are recorded. The recording can include the voice and image of Claire and of any participant who has their camera or microphone switched on, and anything written in the chat. Whether your camera is on is your choice. If you would prefer not to appear, keep your camera off and your microphone muted, and choose a display name that does not identify you.

The recording is shared with people who buy access to it, for 30 days from the day it is sent. It is for their personal use only and may not be shared further.

## **3. Purchases**

When you buy a session recording, a Body Rhythm Audit or another product, we use your name, email address and order details to process your order, deliver what you bought, arrange any booking and handle questions about your purchase.

Card payments are processed by Stripe through our website platform, FEA Create. Your full card details are handled by Stripe and are not visible to us. We can see your order details, such as the product, amount and date.

We use these details because they are needed to fulfil your purchase, and we keep records of sales because tax and accounting law requires it.

## **Body Rhythm Audit bookings**

When you book a Body Rhythm Audit, the booking tool asks for your name and email address so that the session can be scheduled and the video link sent to you. The Audit takes place on Zoom.

## **4. Membership enquiries and messages**

If you ask about membership through a form or a direct message on Instagram, we use your name, email address, optional phone number and your message to reply to you and, if you ask for one, to arrange a call. We only continue a conversation by email or phone if you give us those details for that purpose.

## **5. Members**

If you join a membership, we use the details needed to set up your account, give you access to sessions and resources, manage your membership and payments, and send you service information. Messages you post in a group space can be seen by other members.

Membership sessions may be recorded in the same way as described in section 2.

## 6. Marketing emails

We send marketing emails, such as offers, programmes and news, to people who have agreed to receive them, for example by ticking the consent box on a registration form.

If you buy from us, we may also email you about similar products and services. You can refuse this at any time.

Every marketing email has an unsubscribe link. You can also email [claire@thevallyrhythm.com](mailto:claire@thevallyrhythm.com) to stop marketing emails. Unsubscribing does not affect messages about a session you have registered for or a purchase you have made.

## 7. Our website

Our website runs on FEA Create, which processes technical information, such as your IP address and browser type, needed to show pages and keep the site secure. We do not currently use advertising pixels or analytics tracking. If we add them, we will update this notice and ask for your consent where the law requires it.

## 8. Who we share data with

We do not sell your personal data. We share it only with service providers who help us run the business, mainly:

- FEA Create, for our website, forms, emails, bookings and membership platform;
- Stripe, for card payments;
- Zoom, for live sessions and Audit bookings;
- Instagram, for direct messages sent through that service.

We also use other providers for everyday business tasks, such as email and document storage. They process data only to provide their service to us.

Some of these providers are based outside the European Economic Area or may access data from outside it. Where that happens, we rely on the transfer safeguards these providers offer under data protection law.

## 9. How long we keep your data

We keep the personal data described in this notice for a maximum of 12 months after our last interaction with you, and then delete it. The exception is records of purchases and payments, which we keep for as long as tax and accounting law requires.

A session recording is available to buyers for 30 days from the day it is sent.

## 10. Your rights

Under data protection law, you can ask to:

- access the personal data we hold about you;
- correct it;
- delete it;
- restrict how we use it, or object to a use;
- receive a copy in a portable format.

You can also withdraw any consent you have given, including consent to marketing, at any time.

To make a request, email [claire@thevallyrhythm.com](mailto:claire@thevallyrhythm.com). We may need to confirm your identity before we act on it.

If you are unhappy with how we handle your data, you can complain to the Information and Data Protection Commissioner in Malta ([idpc.org.mt](http://idpc.org.mt)) or to the data protection authority where you live.

## II. Changes to this notice

We may update this notice when our activities or the law change. The effective date at the top shows when it was last changed. If we make a significant change, we will tell you where appropriate.