Privacy Policy

GW Business Fit Ltd · Last updated 29 October 2026

This policy explains what personal information GW Business Fit Ltd collects when you visit gwenwarren.co.uk, join our email list, buy from us or take part in our programmes, and what we do with it. We only collect what we need to run our business and serve you well, and we never sell your information.

1. Who we are

1.1 GW Business Fit Ltd, trading as Gwen Warren ("we", "us", "our"), is the controller of your personal information. We are a company registered in England and Wales, company number 13133470, registered office 19 Barley Rise, Baldock, Hertfordshire, SG7 6RT. ICO registration number: ZB325010.

1.2 This policy covers our website, our checkout and course pages (including those hosted by our platforms), our emails, our programmes, memberships and communities, and any time you contact us.

1.3 Questions, or want to use your rights? Email team@gwenwarren.co.uk.

2. What we collect

2.1 **Information you give us**

- **Contact details:** your name, email address and, if you give it, your phone number, business name and website.
- **Purchase details:** what you bought, the price, your billing address and payment status. Card payments are handled by our payment providers; we never see or store your full card number.
- **Programme and community information:** your answers to onboarding or pre-call forms, questions you ask, posts and messages in our communities, and work you share for feedback.
- **Free resources and events:** details you give to download a freebie, join a challenge or register for a webinar, and your answers to membership questions when you join our free Facebook group.
- **Messages:** anything you send us by email, contact form, WhatsApp or social media.
- **Recordings:** your image, voice and chat messages if you take part in a recorded live session (see section 8).
- **Feedback and testimonials** you choose to give us.

2.2 **Information we collect automatically**

- How you use our website and emails: pages visited, links clicked, emails opened, device, browser, approximate location and IP address, collected through cookies and similar technology (see section 7).
- Which affiliate or partner link brought you to a checkout page, if any.

2.3 **Information from others**

- Payment and subscription updates from our payment providers.
- Registration details from partners who co-host an event or challenge with us, where you have agreed to this.
- Publicly available business information, for example when we research a potential partner organisation.

2.4 **Sensitive information.** We do not ask for health or other special category information. Please don't share details about your own clients' health with us. If you choose to tell us something sensitive about yourself, for example to explain a missed payment or ask for adjustments, we will only use it for that purpose.

3. How we use your information

UK data protection law says we must have a lawful basis for each use of your information. These are ours:

What we use it for	Lawful basis
Processing your order, giving you access to products, programmes and communities, and running live sessions	Contract
Taking payments, managing subscriptions and payment plans, and chasing failed payments	Contract
Answering your questions and providing customer support	Contract or legitimate interests
Sending you a freebie, challenge or webinar details you asked for	Contract (delivering what you requested)
Sending marketing emails about our products, programmes and events	Consent, or legitimate interests where you bought from us before (you can unsubscribe at any time)
Recording live sessions and sharing them with members	Legitimate interests (giving members who can't attend live the full value of the programme)
Running and moderating our communities, including approving new members and keeping them safe	Legitimate interests
Website analytics and improving our website, emails and products	Consent (non-essential cookies) or legitimate interests
Advertising on social media, including showing ads to people who have visited our website	Consent
Paying affiliates and working with partners	Legitimate interests
Using your testimonial in our marketing	Consent
Keeping accounts and tax records, and dealing with legal claims	Legal obligation or legitimate interests

Where we rely on legitimate interests, we have balanced our interests against yours. You can object at any time (see section 10).

4. Who we share it with

We never sell your information. We share it only with trusted providers who help us run our business, under contracts that require them to keep it secure and use it only on our instructions.

Type of provider	Who we currently use
Checkout, payments and course hosting	ThriveCart (including ThriveCart Learn), Stripe
Email marketing, funnels and course hosting	Funnel Sketchers
Live sessions and video hosting	Zoom, Vimeo, YouTube
Communities and messaging	WhatsApp, Facebook (Meta)
File storage, email and forms	Google Workspace, Dropbox
Project management	Asana
Website hosting	WordPress (gwenwarren.co.uk) and Funnel Sketchers (services pages)
Advertising	Meta (Meta Pixel)

We also share information with:

- **Our team:** our virtual assistants, tech specialists and designers, who work under confidentiality obligations.
- **Guest experts and co-hosts** who deliver sessions in our programmes, only as far as needed to run the session.
- **Affiliates,** who may learn that a sale was made through their link.
- **Professional advisers** such as our accountant, lawyers and insurers.
- **Authorities** such as HMRC, the police or a court, where the law requires it.
- **A buyer of our business,** if we ever sell all or part of it. They would have to treat your information in line with this policy.

5. International transfers

Several of our providers, including Stripe, Zoom, YouTube and Meta, store or access data in the United States or elsewhere outside the UK. When that happens, we make sure your information is protected by one of the safeguards UK law allows: the UK–US Data Bridge, a UK adequacy decision, or the UK International Data Transfer Agreement or Addendum built into the provider's terms.

6. How long we keep it

We keep your information only as long as we need it:

Information	How long we keep it
Purchase, payment and invoice records	6 years after the end of the tax year they relate to, as HMRC requires
Programme and membership records	For as long as you have access, then 2 years, unless we need them for accounts or a dispute
Marketing email list	Until you unsubscribe. We keep a minimal record so we don't email you again. If you don't open our emails for 2 years, we may remove you
Recordings of live sessions	For as long as the programme or its successors run, as they form part of the course content
Community posts and messages	For as long as the community runs, or until you delete them
Enquiries and messages	2 years after our last contact
Testimonials	Until you ask us to stop using them

After that, we delete or anonymise your information.

7. Cookies and tracking

7.1 Cookies are small files stored on your device when you visit a website. We use them to make our website and checkout work, to understand how people use our site, and to show relevant adverts.

Type	What it does	Examples
Essential	Makes the website, checkout and course areas work, keeps you logged in and remembers your cookie choices	WordPress, ThriveCart, Stripe, Funnel Sketchers
Advertising	Measures our Facebook and Instagram adverts and lets us show adverts to people who have visited our site	Meta Pixel
Affiliate	Records which affiliate link brought you to a checkout page, so we can pay the right person	ThriveCart affiliate cookie

7.2 We only set advertising and affiliate cookies if you agree to them through the cookie banner on our website. You can change your choice at any time using the cookie settings link in the footer, or by clearing cookies in your browser.

7.3 Our emails contain small tracking images and links that tell us whether an email was opened and which links were clicked. You can block this by turning off images in your email app.

7.4 To control how Meta uses your information for adverts, visit your Facebook or Instagram ad settings.

8. Emails, recordings, communities and testimonials

8.1 **Marketing emails.** We send marketing emails only if you have signed up, or if you have bought from us before and we are telling you about similar products. Every email has an unsubscribe link. Unsubscribing from marketing won't stop service emails about something you've bought, such as access details or payment reminders.

8.2 **Recordings.** Live sessions in our programmes are usually recorded (video, audio and chat) and shared with members, and may be reused in future cohorts and products. If you would rather not appear, keep your camera and microphone off and don't post in the chat. You can ask us to remove or blur your contribution by emailing team@gwenwarren.co.uk; we will do this where we reasonably can.

8.3 **Communities.** Anything you post in a community, such as a WhatsApp or Facebook group, can be seen by other members. Please don't share anything you want to keep private. Facebook and WhatsApp also process your information under their own privacy policies. To keep our free Facebook group safe, we may keep a short record of people we have declined or removed and why.

8.4 **Testimonials.** We only publish a testimonial, your name or your photo with your permission. You can ask us to remove it at any time, although we can't recall printed or already-shared material.

9. Keeping your information safe

We use reputable providers with strong security, limit access to the team members who need it, and use passwords and two-factor authentication on our accounts. No system is completely secure, so if we ever have a data breach that puts you at risk, we will tell you and the Information Commissioner's Office (ICO) as the law requires.

10. Your rights

You have the right to:

- **access** the personal information we hold about you;
- **correct** information that is wrong or incomplete;
- **delete** your information, where we no longer have a reason to keep it;
- **restrict** how we use it while a concern is looked into;
- **object** to our using it based on legitimate interests, and to direct marketing at any time;
- **move** information you gave us to another provider (data portability);
- **withdraw consent** where we rely on it, without affecting what we did before.

To use any of these rights, email team@gwenwarren.co.uk. We will reply within one month, and there is usually no charge. We may ask you to confirm your identity first.

11. Complaints

If you are unhappy with how we have handled your information, please email team@gwenwarren.co.uk. We will acknowledge your complaint within 30 days and keep you updated until it is resolved. You also have the right to complain to the Information Commissioner's Office at ico.org.uk/make-a-complaint or on 0303 123 1113.

12. Children

Our website and products are for adults working in, or training for, health and wellness professions. We do not knowingly collect information from anyone under 18.

13. Other websites

Our website and emails link to other sites, such as social media and partner sites. Their own privacy policies apply when you use them.

14. Changes to this policy

We may update this policy from time to time, for example when we start using a new platform. The date at the top shows when it was last changed. If we make a significant change, we will tell you by email or on our website.