

Privacy Policy

Introduction

DLS Sports Massage Training (“we”, “us”, “our”) is committed to protecting your personal data and respecting your privacy. This Privacy Policy explains how we collect, use, and protect your information when you use our website: <https://www.dlssportsmassagetraining.co.uk/>

We comply with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

What Information We Collect

We may collect and process the following personal data:

a) Information you provide

- Name
- Email address
- Phone number
- Billing address
- Any information submitted via contact forms or course bookings

b) Payment information

When purchasing a course, we collect necessary details for processing payments (handled securely via third-party providers).

c) Automatically collected data

- IP address
- Browser type and device information
- Website usage data (via cookies and analytics tools)

This type of data is commonly collected to improve website performance and user experience

How We Use Your Information

We use your data to:

- Respond to enquiries
- Process course bookings and payments
- Provide services and customer support
- Send important course-related communications
- Improve our website and services
- Send marketing emails (only if you opt in)

Lawful Basis for Processing

Under UK GDPR, we rely on the following legal bases:

- **Contract** – to provide services you request
- **Consent** – for marketing communications
- **Legitimate interests** – to improve services and website performance
- **Legal obligation** – where required by law

Sharing Your Information

We do **not sell your personal data**.

We may share your data with:

- Payment processors (e.g. Wix Payments, Stripe)
- Website hosting and platform providers (e.g. Wix)
- IT and analytics providers (e.g. Google Analytics)

All third parties are required to handle your data securely.

Cookies

We use cookies to:

- Ensure website functionality
- Analyse website traffic
- Improve user experience

Cookies may include analytics tools such as Google Analytics, which collect anonymous usage data

You can control or disable cookies via your browser settings.

Data Retention

We only retain your personal data for as long as necessary to:

- Fulfil the purposes we collected it for
- Comply with legal and accounting requirements

Data Security

We implement appropriate security measures to protect your data, including:

- Secure servers and hosting
- Encrypted connections (SSL)
- Restricted access to personal data

However, no online system is completely secure.

Your Rights

Under UK GDPR, you have the right to:

- Access your personal data
- Correct inaccurate data
- Request deletion of your data
- Restrict processing
- Object to processing
- Request data transfer (data portability)
- Withdraw consent at any time

To exercise your rights, contact us using the details below.

Third-Party Links

Our website may contain links to other websites.
We are not responsible for their privacy practices and recommend reviewing their policies.

Complaints

If you are unhappy with how we handle your data, you can contact us first.
You also have the right to lodge a complaint with the **Information Commissioner's Office (ICO)**.

Changes to This Policy

We may update this Privacy Policy from time to time.
Please check this page periodically for updates.

Contact Us

If you have any questions about this Privacy Policy or your data, please contact:

DLS Sports Massage Training

Email: info@dlssportsmassagetraining.co.uk

Phone: 07921 1768377