

ALPHA CAMP UK

Privacy Policy

PTADZ Limited trading as Alpha Camp UK

Company number: 12756233 Email: info@alphacampuk.com Website: alphacampuk.com

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This Privacy Policy explains how PTADZ Limited, trading as Alpha Camp UK, collects, uses, stores and shares personal information in connection with its website, enquiries, online coaching services and related business activities.

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1. About this Privacy Policy

PTADZ Limited, trading as Alpha Camp UK ("Alpha Camp", "we", "us" or "our"), is committed to protecting your personal information and respecting your privacy.

This Privacy Policy explains how we collect, use, store and share your personal information when you:

- visit our website;
- enquire about our services;
- apply for or purchase coaching;
- participate in an Alpha Camp coaching programme;
- complete our questionnaires, assessments or PAR-Q;
- communicate with our coaches or team;
- interact with our marketing; or
- otherwise provide information to us.

For the purposes of UK data protection law, PTADZ Limited is the data controller in respect of the personal information described in this Privacy Policy.

Privacy contact: info@alphacampuk.com

2. Information We Collect

The information we collect depends on your relationship with Alpha Camp.

Identity and contact information

- name;
- email address;
- telephone number;
- date of birth;
- address, where required;
- social media details; and
- other contact information you provide.

Coaching and fitness information

To provide personalised coaching, we may collect information including:

- height, weight, body measurements and body composition information;
- fitness levels, training history and training performance;
- exercise information, step counts and activity levels;
- nutrition information and dietary preferences;
- lifestyle and sleep information;
- progress information, goals and check-in responses;
- progress photographs and videos;
- wearable or fitness tracking information, where provided or connected by you; and
- other information relevant to delivering your coaching programme.

Health information

As part of our coaching services and PAR-Q process, we may collect information relating to your health, including medical conditions, injuries, previous injuries, medication, physical limitations, relevant symptoms, health history and other information you provide so that we can assess and deliver your coaching appropriately.

Health information is treated as special category personal data under UK data protection law and receives additional protection. Where required, we will obtain your explicit consent to process relevant health information for specified purposes.

Payment and transaction information

When you purchase our services, information relating to your transaction may be processed by us and/or our payment providers. Depending on the payment method you

select, this may involve providers such as PayPal, Klarna, Clearpay or other payment and finance providers available through Alpha Camp.

We do not necessarily receive or store your complete payment card or banking information. Payment providers may process this information directly under their own privacy policies.

Communications

We may process communications between you and Alpha Camp through Trello, WhatsApp, email, SMS, telephone, website forms, social media and other communication platforms we use to provide our services. This can include messages, coaching feedback, check-ins and records of our interactions with you.

Website and technical information

When you visit our website, we and service providers acting on our behalf may collect information such as IP address, device and browser information, pages visited, interactions with our website, approximate location derived from technical information, referral source, cookie identifiers, analytics information and advertising information.

We may use cookies, pixels and similar technologies, including analytics and advertising technologies, subject to applicable consent requirements.

3. How We Collect Your Information

We may collect personal information:

directly from you;

when you complete an enquiry or application;

through our website;

when you purchase coaching;

through our PAR-Q, assessments and onboarding forms;

during coaching and check-ins;

through communications with our team;

from information you upload to your coaching board;

through connected fitness or wearable services where you choose to provide or connect such information;

through our payment providers;

through cookies and similar website technologies; and

through third-party platforms that we use to operate Alpha Camp.

We use services including Jotform, Typeform, Calendly, Trello, Google Drive, Google Sheets, Mailchimp, Zapier and other business systems to help collect and manage information.

4. How We Use Your Information

Provide Alpha Camp coaching

assessing your goals and onboarding you;

creating your coaching programme;

creating or adapting training and nutrition guidance;

reviewing your progress and providing feedback;

communicating with you;

managing your coaching relationship;

monitoring adherence and results; and

making appropriate adjustments to your programme.

Assess your readiness for exercise

Information provided through our PAR-Q and assessments may be used to identify matters relevant to your participation in exercise and coaching. Alpha Camp is not a medical service and our coaches do not use this information to diagnose medical conditions.

Where appropriate, we may recommend that you seek advice or clearance from an appropriately qualified healthcare professional before undertaking or continuing certain activities.

Administer our business

manage payments and subscriptions;
maintain business records;
manage client accounts and provide customer service;
resolve disputes and enforce agreements;
protect our legal rights;
prevent fraud or misuse;
comply with legal obligations; and
manage our contractors, systems and business operations.

Improve Alpha Camp

We may use appropriate information to understand how our services are being used, improve our coaching systems, develop our services and improve the client experience. Where practical, information used for wider analysis may be aggregated or anonymised.

5. Our Lawful Bases for Processing

UK data protection law requires us to have a lawful basis for processing personal information.

Depending on the circumstances, we may rely on:

Contract – where processing is necessary to provide the coaching services you have requested or to take steps at your request before entering into a contract.

Legitimate interests – where processing is reasonably necessary for our legitimate business interests or those of another party, provided those interests are not overridden by your rights and interests. These interests may include operating and improving Alpha Camp, communicating with clients, maintaining appropriate business records, protecting our business and understanding how our services are used.

Legal obligation – where we need to process information to comply with a legal requirement.

Consent – where you have given us consent for a particular use of your information, such as certain marketing activities or use of your image or testimonial.

Where we rely on consent, you may withdraw that consent at any time, although this will not affect processing that took place lawfully before withdrawal.

6. Health and Special Category Information

Information concerning your health is classified as special category personal data and requires additional protection.

We process health information where it is relevant and necessary to provide and appropriately tailor our coaching services, including assessing information you provide through our PAR-Q and coaching assessments.

Where applicable, we rely on an appropriate lawful basis under Article 6 UK GDPR and an appropriate condition under Article 9 UK GDPR.

Where we rely on explicit consent as our Article 9 condition, we will ask you to expressly consent to the processing of specified health information for the stated purposes.

You may withdraw explicit consent where we rely upon it. However, if particular health information is necessary for us to provide coaching appropriately, withdrawing consent may mean that we are unable to continue providing some or all of the relevant coaching service.

We aim to collect only health information that is reasonably relevant to your coaching and participation.

7. Trello and Our Coaching Team

Alpha Camp uses Trello as part of the delivery and management of our online coaching

services.

Clients are provided with individual coaching boards. These boards may contain personal information including coaching information, progress information, photographs, measurements, check-ins and relevant health information.

Our coaching team consists of authorised contractors working with Alpha Camp. Access to client information is provided only where reasonably required for the person's role and the delivery, management or support of Alpha Camp's services.

Coaches and other authorised team members may therefore have access to information relating to the clients they are responsible for or need to support. They are not given access to other clients' information simply because they are Alpha Camp clients.

We expect anyone handling client information on our behalf to maintain its confidentiality and handle it in accordance with our requirements.

8. Other Service Providers

We use third-party service providers to operate our business and deliver our services. These may include providers of:

coaching and project management systems, including Trello;

forms and questionnaires, including Jotform and Typeform;

scheduling services, including Calendly;

cloud storage and productivity services, including Google Drive and Google Sheets;

email and marketing services, including Mailchimp;

automation services, including Zapier;

payment services and finance or buy-now-pay-later services, including PayPal, Klarna and Clearpay;

website hosting and technology;

analytics and advertising;

communications and customer management; and

other systems necessary to operate Alpha Camp.

These organisations may process personal information on our behalf or, in some circumstances, act as separate data controllers. Where required, we take appropriate steps to ensure providers processing information on our behalf are subject to appropriate data protection obligations.

9. Artificial Intelligence Tools

Alpha Camp may use artificial intelligence tools to assist with administrative, creative and content-related tasks, including drafting or developing marketing and social media content.

In some circumstances, information relating to a client may be used as context when creating content. We aim to limit the personal information provided to AI systems and avoid providing information that is unnecessary for the task.

We will not use AI systems to make solely automated decisions about you that produce legal or similarly significant effects unless permitted by law and appropriate safeguards are in place.

Where client stories, results or experiences are used to create public-facing content, our separate rules regarding testimonials, photographs and marketing use also apply.

10. Progress Photographs, Testimonials and Client Results

We may ask clients whether they are willing to allow us to use progress photographs, before-and-after photographs, videos, testimonials, reviews, screenshots, coaching results or other information about their experience with Alpha Camp for promotional, educational or marketing purposes.

Where permission is required, we will seek it before using identifiable client information for these purposes. Agreeing to promotional use is separate from receiving coaching.

You may contact us at info@alphacampuk.com if you have questions about how your

content is being used or wish to withdraw a permission that is based on consent. Withdrawal will not necessarily affect material already lawfully published or processing that occurred before consent was withdrawn, but we will take reasonable steps regarding future use where applicable.

11. Marketing

We may contact clients, former clients and people who have expressed an interest in Alpha Camp about our coaching services, offers, programmes or related content where permitted by law.

Depending on the circumstances, we may rely on your consent or another lawful mechanism permitted by applicable electronic marketing laws. Where consent is required, we will seek appropriate consent. Where the law permits us to rely on an existing customer relationship, we will only do so where the relevant requirements are satisfied.

You can unsubscribe from email marketing by using the unsubscribe option provided in our marketing emails. You may also ask us to stop marketing communications by contacting info@alphacampuk.com.

We may retain limited information about your opt-out so that we can respect your preference and avoid sending you further marketing that you have asked not to receive.

12. Cookies, Analytics and Advertising

Our website may use cookies, pixels and similar technologies for purposes including making the website function, remembering preferences, understanding website usage, measuring website performance, measuring marketing effectiveness and delivering or measuring advertising.

Where required by law, non-essential cookies and similar technologies will only be used after obtaining the required consent. You can manage available choices through our website's cookie controls and through your browser or device settings.

13. International Data Transfers

Some of the companies and technology providers we use may process or store information outside the United Kingdom.

Where personal information is transferred internationally and data protection law requires safeguards, we will take appropriate steps designed to ensure that the information receives an appropriate level of protection. Depending on the destination and provider, this may include reliance on UK adequacy regulations or appropriate contractual safeguards and associated protections.

14. How Long We Keep Your Information

We do not intend to keep identifiable personal information indefinitely. The period for which information is retained depends on why we hold it and any legal, contractual or regulatory requirements that apply.

Active client records – may be retained for the duration of your coaching relationship.

Coaching records, assessments, PAR-Q information, progress information and relevant health information – will generally be retained for up to three years after your coaching relationship ends, unless there is a legitimate and lawful reason to retain particular information for longer or it can appropriately be deleted sooner.

Financial, contractual and transaction records – may be retained for up to six years or for such longer period as is required by applicable tax, accounting or legal requirements.

Marketing information – may be retained while it remains relevant to our marketing activities and permitted by law. Where you opt out, we may retain limited suppression information to ensure your preference continues to be respected.

Testimonials, photographs and promotional content – may be retained while we have an appropriate lawful basis to use them and they remain relevant to the purpose for which

they were obtained.

When information is no longer required, we will take reasonable steps to delete it, anonymise it or otherwise securely dispose of it.

15. Security

We take reasonable technical and organisational measures designed to protect personal information against unauthorised access, accidental loss, misuse, alteration, disclosure and destruction.

Access to client information is limited to people who reasonably require access for their role.

However, no internet-based or electronic storage system can be guaranteed to be completely secure.

16. Sharing Your Information

We may share personal information with:

Alpha Camp coaches and authorised contractors;

technology providers;

payment providers;

professional advisers such as accountants, lawyers or insurers;

service providers supporting our business;

authorities or regulators where legally required;

parties involved in establishing, exercising or defending legal claims; or

a purchaser, investor or successor in connection with a sale, merger, restructuring or transfer of all or part of our business.

We do not sell your personal information to third parties.

17. Your Data Protection Rights

Depending on the circumstances, UK data protection law may give you rights including the right to:

request access to personal information we hold about you;

request correction of inaccurate information;

request deletion of your information;

request restriction of processing;

object to certain processing;

receive certain information in a portable format;

withdraw consent where processing is based on consent; and

object to the use of your personal information for direct marketing.

These rights are not absolute and may depend on the circumstances and our lawful basis for processing. To exercise a data protection right, contact info@alphacampuk.com. We may need to verify your identity before completing a request.

18. Complaints

If you have concerns about how Alpha Camp handles your personal information, please contact us first at info@alphacampuk.com.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK's data protection regulator. Information about making a complaint is available through the ICO's website.

19. Children

Alpha Camp's coaching services are primarily intended for adults and we do not generally provide coaching services to people under the age of 18.

If we agree to provide services to someone under 18, we will consider what additional consent, parental involvement, safeguarding and data protection measures are appropriate before collecting and processing their information.

20. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to our services, systems, suppliers, business practices or legal obligations.

The latest version will be published on our website and the date at the top of this Privacy Policy will show when it was last updated. Where a change materially affects how we use personal information, we will take reasonable steps to bring the change to the attention of affected individuals where appropriate.

21. Contact Us

For questions about this Privacy Policy, your personal information or your data protection rights, please contact:

PTADZ Limited Trading as Alpha Camp UK Company number: 12756233 Email: info@alphacampuk.com Website: alphacampuk.com

Important note: This document is intended as a practical privacy policy for Alpha Camp UK's current operations. Data protection compliance also depends on how your systems, forms, contractor access, marketing consent, cookies and retention processes are implemented in practice. Consider obtaining professional legal advice where appropriate.