



PB PERFORMANCE PRIVACY NOTICE (PRIVACY POLICY)

INTRODUCTION

Welcome to our Privacy Notice. Here, you'll find comprehensive information about how we handle and utilise your personal data.

WHO WE ARE

PB Performance is a brand owned by UKPerformanceGym Limited, with its registered office at Celtic house, Caxton Palace, Pentwyn, Cardiff, CF23 8HA, registered in Wales under Company No 09062392.

PERSONAL INFORMATION WE COLLECT

We may collect and process various categories of data about you, summarised as follows:

CONTACT AND IDENTIFICATION DETAILS

When you enquire on our website or sign in as a guest at our club, we record your name, postal and email addresses, telephone number(s), and contact preferences. Additionally, if a member makes a booking for you as a guest or recommends you as a friend, they may provide us with your name, phone number, and email address. Upon joining our club, we

record your date of birth, gender, and may take your photograph. We also store your username and password if you register online with us. Any evidence provided in support of your membership application will be kept on file.

SESSION AND DEVICE DETAILS

When you log onto our wireless network, we record your name, email address, your device's MAC address, and IP address. If you use our mobile app, we record your usage data and location, provided your device settings allow it.

USAGE AND ATTENDANCE DETAILS

Your image may be captured on CCTV when you visit our club. Information about the URL you came from, your device's IP address, browser type, and device location is recorded if you use our website. Additionally, we maintain records of your check-ins at PB Performance Gym using your membership QR code, class bookings, as well as any vouchers and guest passes issued to you. If you choose to share them, we also keep a record of your health and fitness goals.

CORRESPONDENCE AND INCIDENTS

Any correspondence with us, including comments and responses submitted via surveys and feedback systems, may be recorded.

PAYMENT DETIALS

We retain details of your membership package and fees, payments made by you or others linked to your membership, and any payments by direct debit. If you make payments for goods and services in our club by card, we record your payment card details.

YOUR PERSONAL CIRCUMSTANCES

Any evidence of relocation, redundancy, or medical conditions provided in line with our cancellation or suspension policy will be kept on file.

INFORMATION WE RECEIVE FROM THIRD PARTIES

If your membership is linked to your employer, they may provide us with your employee number.

DETAILS HEALD BY OTHER SERVICES PROVIDERS

Certain services provided to our members may be outsourced to other companies. In such cases, those companies are responsible for informing you about any personal data they collect.

CALL RECORDINGS

We may record conversations when contacting you about your membership. Recording will be paused if you provide payment card details over the phone.

HOW WE USE YOUR PERSONAL INFORMATION

LEGAL BASIS FOR PROCESSING

If you are not a member, we use the information provided or collected in line with this Privacy Policy and our Website Terms of Use based on our legitimate business interests unless otherwise stated. If you are a member, we use the information provided or collected in line with our Terms and Conditions of Membership and based on our contract with you.

CONTACT AND IDENTIFICATION DETAILS

We use your contact details to respond to your enquiries, manage your bookings, and inform you about our products and services. When you become a member, we use your contact details to register you with PB Performance Gym, set up and manage your membership account, and administer our services in accordance with our terms and conditions.

SESSION AND DEVICE DETAILS

We use session and device details to manage network access, improve website usability, and alert you about bookings and classes through our mobile app.

PAYMENT DETAILS

Your payment card details are used to collect payment for goods and services, as well as to collect membership fees and other payments due from you. We also use your payment details to assist in debt collection and dispute resolution.

USAGE AND ATTENDANCE DETIALS

CCTV is used for crime prevention, and website usage information helps in website navigation improvement. Usage and attendance data are used to administer booking policies, improve facility experiences, and tailor communications.

CORRESPONDENCE AND INCIDENTS

Feedback is used to enhance our facilities and services, and incident details are recorded to comply with health and safety obligations.

YOUR PERSONAL CIRCUMSTANCES

Information provided regarding relocation, redundancy, or medical conditions is used to administer our policy on suspension or cancellation.

INFORMATION WE RECEIVE FROM THIRD PARTIES

Information supplied by employers is used for payment collection.

CALL RECORDINGS

Call recordings are used to monitor service quality, investigate and resolve complaints, and detect and prevent crime.

We may also use your information in other ways as described to you at the time of collection.

SPECIAL CATEGORIES OF PERSONAL DATA

We may process health information to ensure your safety, or to comply with health and safety laws. We always seek your agreement for processing such data, and you have the right to withdraw consent at any time.

SHARING YOUR INFORMATION WITH OTHERS

We do not sell your information to third parties under any circumstances. However, we may share your information with certain third parties for specific purposes, as outlined below:

- We share data with our agents, contractors, and employees to administer your membership and account, and any products or services provided to you.
- We may share data with agents and employees of other companies in the same group as PB Performance Gym to administer your membership and account.
- Some data may be transferred outside the European Economic Area (EEA) with suitable safeguards in place.
- We share your card and bank details with secure payment providers for payment processing.
- Your contact details and preferences may be shared with marketing agencies, mailing houses, and other distributors for information distribution.
- Contact and identification details may be shared with media agents, search engine providers, and social media platforms for targeted communications.
- Attendance details may be shared with your employer or flexible benefits provider if they manage your membership. Data may be shared with third parties to assist in processing or administering our services or for debt collection.

HOW LONG WE KEEP YOUR INFORMATION

We keep your information for as long as necessary in line with the purpose for which it was collected.

YOUR RIGHTS

You have the right to request a copy of your personal data or to correct any details we hold about you. We will respond within one month.

- You have the right to receive your information in a portable electronic form.
- You can ask us to erase your data under certain circumstances, or to stop processing it where the processing is based on our legitimate interests.
- Under certain circumstances, you can ask us to restrict the processing of your personal data.

UPDATING YOUR MARKETING PREFERENCES

You can opt out of receiving marketing messages at any time. These terms and conditions apply to all our members and their guests. They are necessary to make sure we can offer an enjoyable and safe environment for you, your guests and our other members to share during every visit to our gym.

These terms and conditions apply at all times and take priority over anything a member of our team has told you.