Privacy Policy – JB Fit Method

Effective Date: 9th February 2026

JB Fit Method (“we”, “us”, “our”) is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, and protect your personal data when you use our services, visit our website, or provide your information through forms, events, consultations, or presentations.

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

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1. Who We Are

JB Fit Method
Unit C, Nuffield Rd, Cambridge CB4 1TG
Email: jaybrown@jbfitmethod.com

JB Fit Method is the data controller responsible for your personal data.

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2. Information We Collect

We may collect and process the following categories of data:

Personal Information

- Full name
- Email address
- Phone number
- Address (where required for service delivery)

Health & Fitness Information (Special Category Data)

- Fitness goals
- Injury history
- Relevant medical conditions
- Lifestyle details necessary for safe and effective training

Health data is collected only where necessary and processed with your explicit consent.

Payment Information

- Billing details when purchasing services
  (Payment processing is handled securely by trusted third-party providers.)

Technical Information

- IP address
- Browser type
- Device information
- Website usage data (via cookies or analytics tools)

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3. How We Use Your Information

We use your data to:

- Deliver personal training and coaching services
- Provide customised fitness programmes
- Send requested resources (e.g., workout plans, supplement guides, sleep guides)
- Arrange, confirm, and discuss consultations or free trials
- Follow up regarding your expressed interest in personal training services
- Process payments and manage bookings
- Improve our services and client experience
- Comply with legal, tax, and insurance obligations

We do not sell or rent your personal data to third parties.

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4. Enquiry & Resource Communications

Where you submit your details to:

- Access resources from a presentation or event
- Request a consultation
- Express interest in a free personal training trial
- Enquire about personal training services

we may contact you by email, telephone, or text message for the purpose of:

- Delivering the requested resources
- Arranging or discussing the consultation or free trial
- Responding to your enquiry

- Providing relevant information about personal training services directly related to your expressed interest

We will only contact you in relation to the specific enquiry, resources, or services you have requested, unless you separately opt in to receive ongoing marketing communications.

You may withdraw your consent at any time by contacting us directly.

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5. Marketing Communications

We will only send ongoing marketing communications (such as newsletters, general fitness tips, or promotional offers unrelated to a specific enquiry) if you have provided explicit consent.

You can withdraw consent at any time by:

- Clicking “unsubscribe” in emails
- Replying “STOP” to text messages
- Contacting us directly

We do not conduct unsolicited marketing calls.

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6. Lawful Basis for Processing

Under UK GDPR, we process your data under the following lawful bases:

- **Consent** – where you provide explicit permission (e.g., marketing or health data).
- **Contract** – where processing is necessary to deliver services you have requested.
- **Legal Obligation** – where required by law.
- **Legitimate Interest** – for improving our services, provided this does not override your rights.

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7. Sharing Your Information

We may share your data with:

- Secure payment processors
- Booking and scheduling platforms
- Email communication providers

- Website hosting providers

All third parties are required to handle your data securely and in compliance with UK GDPR.

We may also disclose data if legally required to do so.

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8. Data Storage & Security

We implement appropriate technical and organisational measures to protect your personal data.

- Access is restricted to authorised personnel
- Health data is treated confidentially
- Secure platforms are used for payments and communications

While no system is completely secure, we take reasonable steps to protect your data.

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9. Data Retention

We retain personal data only as long as necessary:

- Prospective clients / event leads: up to 12 months unless consent is withdrawn earlier
- Active clients: duration of service plus up to 6 years for legal and insurance purposes
- Marketing data: until consent is withdrawn

You may request deletion at any time.

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10. Your Rights

Under UK GDPR, you have the right to:

- Access your personal data
- Correct inaccurate information
- Request deletion
- Restrict or object to processing
- Withdraw consent at any time
- Request transfer of your data

To exercise your rights, contact:
jaybrown@jbfitmethod.com

We will respond within one month.

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11. Cookies

Our website may use cookies to improve user experience and analyse traffic. You can manage cookie settings through your browser.

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12. Children’s Privacy

Our services are not directed at individuals under 18, and we do not knowingly collect data from children.

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13. Updates

We may update this Privacy Policy periodically. Updates will be posted on our website with a revised effective date.

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14. Contact

JB Fit Method
Unit C, Nuffield Rd, Cambridge CB4 1TG
jaybrown@jbfitmethod.com
