

Privacy Policy

EmpowHER Project | myfitcoach.ie/empowher

Last updated: February 03, 2025

This Privacy Policy describes how MFCtransformations FZ LLE ("the Company", "We", "Us", or "Our"), registered at Creative Tower, Fujairah, United Arab Emirates, collects, uses, and discloses your information when you use our website at myfitcoach.ie/empowher.

By using our website, you acknowledge that you have read and understood this Privacy Policy. If you do not agree, please discontinue use of our website.

1. Definitions

Company refers to MFCtransformations FZ LLE, Creative Tower, Fujairah, United Arab Emirates.

Personal Data means any information that relates to an identified or identifiable individual.

Cookies are small files placed on your device by a website, containing browsing-related information.

Usage Data refers to data collected automatically when you use our website, such as IP address, browser type, pages visited, and time spent on pages.

Service Providers are third-party companies or individuals we engage to facilitate, analyse, or improve our service.

2. Data We Collect

2.1 Personal Data You Provide

We collect personal information that you voluntarily provide when you:

- Opt in for a Health Scorecard assessment
- Book a call or consultation with us

The personal data collected in these interactions includes:

- First name and last name
- Email address
- Phone number (where provided)

2.2 Usage Data

We automatically collect Usage Data when you visit our website. This may include your IP address, browser type and version, pages visited, time and date of your visit, time spent on pages, and unique device identifiers.

2.3 Cookies and Tracking Technologies

We use cookies and similar tracking technologies (including pixels, beacons, and scripts) to operate and improve our website and to deliver targeted advertising. The types of cookies we use include:

- **Essential Cookies** - Required for the website to function. These cannot be disabled.
- **Analytics Cookies** - Used to understand how visitors interact with our website (e.g. Google Analytics). These are only set with your consent.
- **Advertising & Retargeting Cookies** - Used to show you relevant ads on third-party platforms after you visit our website. See Section 4 for full details. These are only set with your consent.

You can manage your cookie preferences through our cookie consent banner when you first visit the site, or at any time via your browser settings. Please note that disabling certain cookies may affect website functionality.

3. How We Use Your Data

We use the personal data we collect for the following purposes:

- To respond to your enquiries and provide the services you have requested (e.g. scheduling a call or delivering your Health Scorecard assessment)
- To send you follow-up communications, relevant offers, and information about our services that you may find useful
- To monitor and analyse usage of our website in order to improve its performance and content
- To deliver targeted advertising on third-party platforms such as Meta, Google, and LinkedIn
- To comply with legal obligations

The legal basis for processing your data is your consent (where you have opted in or accepted cookies) and our legitimate interest in running and growing our business.

4. Advertising & Retargeting

We use advertising pixels and tracking tools from the following platforms to show relevant advertisements to people who have visited our website or interacted with our content:

Meta (Facebook & Instagram) Pixel - Allows us to retarget website visitors with ads on Facebook and Instagram, and to measure the effectiveness of our campaigns. Meta may combine this data with other information they hold about you. You can opt out via your Facebook/Instagram ad settings.

Google Ads (Google Tag / Remarketing) - Allows us to show ads to previous website visitors across Google Search, YouTube, and other Google partner sites. You can manage your ad personalisation at myaccount.google.com/data-and-privacy.

LinkedIn Insight Tag - Allows us to retarget visitors with ads on LinkedIn and to analyse the professional demographics of our website audience. You can opt out at linkedin.com/psettings/guest-controls.

These advertising pixels may set cookies on your device and collect data about your visit only after you have given your consent via our cookie banner. You can withdraw consent at any time through the cookie settings on our website.

5. Sharing Your Personal Data

We do not sell your personal data. We may share it in the following circumstances:

- With Service Providers who help us operate our website, deliver services, or run marketing (e.g. email platforms, CRM tools, booking tools). These providers are contractually obligated to protect your data.
- With advertising platforms (Meta, Google, LinkedIn) for retargeting purposes, as described in Section 4, where you have consented to advertising cookies.
- In connection with a business transaction such as a merger, acquisition, or sale of assets, in which case we will notify you before your data is transferred.
- Where required by law, court order, or government authority.

6. Retention of Your Personal Data

We retain your personal data only for as long as necessary to fulfil the purposes described in this Privacy Policy, or as required to comply with legal obligations. If you would like us to delete your data sooner, please contact us using the details in Section 10.

7. International Data Transfers

Our company is based in the United Arab Emirates. If you are accessing our website from the EU, UK, or other regions, please be aware that your data may be transferred to and processed in the UAE or other countries. We take appropriate steps to ensure your data is treated securely and in accordance with this Privacy Policy.

8. Your Rights

Depending on your location, you may have the right to:

- Access the personal data we hold about you

- Request correction of inaccurate data
- Request deletion of your personal data
- Withdraw consent for marketing communications at any time by clicking 'unsubscribe' in any email we send
- Withdraw consent for advertising cookies via our cookie settings or your platform ad preferences

To exercise any of these rights, please contact us using the details in Section 13.

9. Children's Privacy

Our website and services are not directed at anyone under the age of 16. We do not knowingly collect personal data from children under 16. If you believe a child has provided us with personal data, please contact us and we will take steps to remove it.

10. Security

We take reasonable technical and organisational measures to protect your personal data against unauthorised access, loss, or disclosure. However, no internet transmission or electronic storage method is completely secure, and we cannot guarantee absolute security.

11. Links to Other Websites

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of those sites and encourage you to review their privacy policies.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When we do, we will update the date at the top of this page. We encourage you to review this policy periodically.

13. Contact Us

If you have any questions about this Privacy Policy or wish to exercise your data rights, please contact us:

MFCtransformations FZ LLE

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