

## **PRIVACY AND COOKIE POLICY**

Diversity Yoga is fully compliant with EU General Data Protection Regulations (GDPR) and is committed to EU data protection requirements (applicable to us as a data controller). We recognise the need for appropriate protection and management of any personally identifiable information of a natural living person (personal information) you share with us. Meaning, we don't collect and process users personal information beyond what is legally required for the functioning of our products and services.

Personal information means any information that may be used to identify an individual, including, but not limited to, a first and last name, a home or other physical address, an email address or other contact information; whether at work or at home. In general, you can visit our web pages without telling us who you are or revealing any personal information about yourself.

We strive to comply with all applicable laws around the globe that are designed to protect your privacy. Although legal requirements may vary from country to country, we intend to adhere to the principles set forth in this online privacy policy even if, in connection with the above, we transfer your personal information from your country to countries that may not require an 'adequate' level of protection for your personal information. In other words, our goal is to provide protection for your personal Information no matter where that personal information is collected, transferred or retained.

### **Data Subject Rights**

GDPR compliance requires data subjects be granted certain rights. What follows is not an exhaustive list, but those rights that are relevant to the collection, processing, and storage of personal data on [www.diversityyoga.co.uk](http://www.diversityyoga.co.uk).

#### **Right to Access**

Data subjects reserve the right to request and obtain confirmation that data is or is not being collected on them and if so, exactly what data is being collected, how, where, and for what purposes. This data can be manually requested via [cathy@diversityyoga.co.uk](mailto:cathy@diversityyoga.co.uk) and provided in an electronic format free of charge.

#### **Right to be Forgotten**

Should data subjects at any time wish to withdraw their consent and no longer allow Diversity Yoga to store their personal data, this request can be manually made via [cathy@diversityyoga.co.uk](mailto:cathy@diversityyoga.co.uk). Please be sure to include the full name (including any prefixes) and email address of whom the data is in reference too, so that all data relating to the data subject in question can be accurately removed.

## **Data Portability**

Similar to the Right to Access, Data Portability requires that data subjects are able to request, obtain, and/or transfer possession of collected data at any time. As mentioned above, this data can be manually requested via [cathy@diversityyoga.co.uk](mailto:cathy@diversityyoga.co.uk), and provided in an electronic format free of charge. Should the data subject wish to transfer the possession of the data stored by Diversity Yoga, please be sure to also include the full name (including any prefixes) and the relevant contact information relating to the individual or organisation whom you wish the data to be transferred to.

## **Breach Notification**

Should Diversity Yoga encounter a breach/unauthorised access of personal data that is likely to “result in a risk for the rights and freedoms of individuals”, Diversity Yoga will ensure that a notification is made within 72 hours of becoming aware of the breach.

## **COOKIES AND OTHER TRACKING TECHNOLOGIES**

Some of our web pages utilise “cookies” and other tracking technologies. Cookies are small pieces of data, stored in text files, that are stored on your computer or other device when websites are loaded in a browser. They are widely used to ‘remember’ you and your preferences, either for a single visit (through a ‘session cookie’) or for multiple repeat visits (using a ‘persistent cookie’). They ensure a consistent and efficient experience for visitors, and perform essential functions such as allowing users to register and remain logged in. Cookies may be set by the site that you are visiting (known as ‘first party cookies’), or by other websites who serve up content on that site (‘third party cookies’).

Tracking technologies may record information such as Internet domain and host names; Internet protocol (IP) addresses; browser software and operating system types; clickstream patterns; and dates and times that our site is accessed. Our use of cookies and other tracking technologies allows us to improve our web site and your web experience. We may also analyse information that does not contain personal information for trends and statistics.

To protect your privacy, we have adopted the following principles:

### **Notice**

Where Diversity Yoga collects personal information on the web, we intend to post a purpose statement that explains why personal information will be collected and whether we plan to share such personal information outside of Diversity Yoga or

those working on our behalf. Diversity Yoga does not intend to transfer personal information without your consent to third parties who are not bound to act on our behalf, unless such a transfer is legally required.

## **Choice**

You may choose whether or not to provide personal information to Diversity Yoga. The notice we intend to provide where we collect personal information on the web should help you to make this choice.

If you choose to have a relationship with Diversity Yoga, such as a contractual or other business relationship or partnership, we will naturally continue to contact you in connection with that business relationship.

## **Security**

Wherever your personal information may be held within Diversity Yoga or on its behalf, we intend to take reasonable and appropriate steps to protect the personal information that you share with us from unauthorised access or disclosure.

## **Commitment**

We are committed to privacy and through our membership in the Online Privacy Alliance, are actively involved in and support current industry initiatives to preserve individual privacy rights on the Internet. Protecting your privacy online is an evolving area, and our websites are constantly evolving to meet these demands.

If you have any comments or questions regarding our Online Privacy Policy, please contact us at [cathy@diversityyoga.co.uk](mailto:cathy@diversityyoga.co.uk). While we cannot guarantee privacy perfection, we will address any issue to the best of our abilities as soon as possible.

## **Your Consent**

By using this website, you consent to the terms of our Online Privacy Policy and to Diversity Yoga processing personal information for the purposes given above, as well as those explained where we collect personal information on the web. Should the Online Privacy Policy change, we intend to take every reasonable step to ensure that these changes are brought to your attention by posting all changes prominently on our website for a reasonable period of time.

We are committed to protecting your right to privacy. Diversity Yoga respects your privacy and we will use our best efforts to ensure that the information you provide remains private. Information provided will only be stored on computers based in the UK.

For control of our business, our website logs IP addresses, which is the automatic number assigned to your computer when you surf the web. The IP address allows us

to anonymously track visitors' usage on our website. Your IP address is not connected to any personally identifiable or online contact information, like a name and address, so you remain anonymous at all times.

## **USE OF COOKIES**

This site only uses Google Analytics cookies. These are small files that a website inserts on your hard-drive when you visit a website. The Google Analytics cookies are used to track visits to our site and your journey through it. You may delete and block all cookies from this site, but parts of the site may not work if you do so. By using and/or registering on our site, you agree to the use of cookies by us.

### ***Cookies set by Google Analytics (analytics.js)***

Cookie Name: `_ga`

Description: Registers a unique ID that is used to generate statistical data on how the visitor uses the website

Cookie Name: `_gat`

Description: Used by Google Analytics to throttle request rate

Cookie Name: `_gid`

Description: Registers a unique ID that is used to generate statistical data on how the visitor uses the website

Cookie Name: `Collect`

Description: Used to send data to Google Analytics about the visitor's device and behaviour. Tracks the visitor across devices and marketing channels.

Cookie Name: `vuid`

Description: Collects data on the user's visits to the website, such as which pages have been read.

### **Cookies set by Google Analytics (ga.js)**

Cookie Name: `fr`

Description: Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.

Cookie Name: `tr`

Description: Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers.

If you wish for your visit to our site NOT be tracked, send a "Do Not Track" request with your browsing traffic.

Diversity Yoga does not use any other cookies on its website.

We may need to disclose your data to appropriate persons where required by law.

This web site contains links to other sites. Please be aware Diversity Yoga is not responsible for the privacy policy of other websites. This privacy statement applies solely to information collected by [ebbflowyoga.co.uk](http://ebbflowyoga.co.uk).

If we decide to change our privacy policy, we will post any changes to this web site.

Diversity Yoga reserves the right to change this statement at any time.