Fitfish Privacy Policy

Last updated: November 2026

At Fitfish, we respect your privacy and are committed to protecting your personal information. This policy explains how we collect, use and store your information when you visit our website, book a retreat, purchase a programme or join our Fitfish community.

1. Who We Are

Fitfish is the trading name of **Fit Fish Holidays Ltd**, Company Number 7378005.

Registered Address: 90 Walkers Green, Marden, Hereford, HR1 3EA
Email: office@fit-fish.co.uk
Website: www.fit-fish.co.uk

Fit Fish Holidays Ltd is responsible for how your personal information is used and protected.

2. Information We Collect

We may collect the following information:

- Your name, email address, telephone number and postal address.
- Booking and payment information relating to retreats, programmes and memberships.
- Information you provide through enquiries, emails and registration forms.
- Dietary requirements, allergies, health information or accessibility needs relevant to your participation in our retreats or activities.
- Website usage information collected through cookies and analytics.
- Your preferences regarding marketing communications.
- Photographs or videos taken during Fitfish events.

We only collect information that is reasonably necessary to provide our services and operate our business.

3. How We Use Your Information

We use your personal information to:

- Process bookings and payments.

- Send booking confirmations and important information about retreats or programmes.
- Provide access to purchased courses and memberships.
- Respond to enquiries and provide customer support.
- Make appropriate arrangements for your health, dietary or accessibility needs.
- Send Fitfish news, encouragement and offers where permitted.
- Improve our website and services.
- Maintain financial records and meet legal obligations.

We process your information in accordance with UK data protection law, relying on an appropriate lawful basis such as fulfilling a contract, complying with legal obligations, legitimate interests or consent.

4. Health and Sensitive Information

For some retreats and activities, we may ask you to provide relevant health information, allergies or dietary requirements.

This helps us make appropriate arrangements for your comfort and safety.

We treat this information confidentially and only share relevant details with those who need them, such as retreat venues, caterers or activity leaders, where there is an appropriate lawful basis.

Where explicit consent is required to process sensitive information, we will request it separately.

We will not use sensitive health information for marketing purposes.

5. Marketing Communications

We love keeping our Fitfish community informed about upcoming retreats, recipes, wellbeing encouragement and special offers.

We will only send marketing communications where permitted by law, including where you have given consent or where the applicable existing-customer marketing rules allow us to do so.

You can unsubscribe at any time using the link at the bottom of our emails or by contacting office@fit-fish.co.uk.

Unsubscribing from marketing will not affect essential emails relating to your bookings or purchases.

We do not sell your personal information to third parties.

6. Photography and Video

Photographs and videos may be taken during Fitfish retreats and events for memories and promotional purposes.

We will explain when photography or filming is taking place and provide opportunities for you to express your preferences.

Where consent is required for identifiable promotional photography, we will ask for it separately.

If you have concerns about an image featuring you, please contact us.

7. How We Store and Share Information

We use trusted service providers to help manage our business, including:

- **Systeme.io** for bookings, purchases, emails and programme access.
- **Google Workspace**, including Google Sheets, for booking administration and business records.
- Secure payment providers for processing payments.
- Retreat venues and relevant service providers where necessary to fulfil your booking.
- Professional advisers and authorities where legally required.

We only share information that is necessary for the relevant purpose and take reasonable steps to ensure it is handled securely.

Some providers may process information outside the UK. Where this happens, we use appropriate safeguards required by UK data protection law.

8. Keeping Your Information Safe

We take reasonable steps to protect your personal information against loss, misuse and unauthorised access.

Access is restricted to people who need the information to carry out their responsibilities.

Although no online system can guarantee complete security, we take data protection seriously.

9. How Long We Keep Your Information

We keep personal information only for as long as reasonably necessary.

- Financial and transaction records are generally retained for six years where required or appropriate for accounting and legal purposes.
- Booking information is retained for an appropriate period to manage bookings and meet legal obligations.
- Health and dietary information is kept only for as long as necessary for the relevant purpose, unless there is a lawful reason to retain it longer.
- Marketing information is retained while we have a lawful basis to use it, subject to your preferences and rights.

10. Your Rights

Under UK data protection law, you have rights relating to your personal information, including the right to:

- Request access to your information.
- Ask us to correct inaccurate information.
- Request deletion in certain circumstances.
- Object to or restrict certain processing.
- Withdraw consent where processing is based on consent.
- Request transfer of your information where applicable.

To exercise your rights, please email **office@fit-fish.co.uk**.

We will normally respond within one month.

You can also raise concerns with the Information Commissioner's Office (ICO) at www.ico.org.uk.

11. Cookies

Our website may use cookies and similar technologies to help it function, understand visitor activity and improve our services.

These may include essential cookies, analytics cookies and advertising cookies.

Where required, we will ask for your consent before using non-essential cookies and provide a way to reject them or change your preferences.

You can also manage cookies through your browser settings.

12. External Websites

Our website may contain links to other websites or services.

We are not responsible for the privacy practices of independent third-party websites and recommend reviewing their privacy policies.

13. Changes to This Policy

We may update this Privacy Policy occasionally to reflect changes in our services or legal requirements.

The latest version will be available on our website.

14. Contact Us

If you have any questions about this Privacy Policy or how your information is handled, please contact:

Fit Fish Holidays Ltd
90 Walkers Green
Marden
Hereford
HR1 3EA

Email: office@fit-fish.co.uk
Website: www.fit-fish.co.uk

Thank you for trusting Fitfish with your information. We are committed to treating your personal details with care and respect.