



PRIVACY POLICY

OVERVIEW

The Yogologist (“Yogologist”, the “Company”, the “facilitator”, ‘service provider,’ “we”, “us” or “our”) welcomes You to its website www.theyogologist.co.uk and any other websites or profiles owned and or operated by us, which will be referred to as (the “Site” or “Sites”) hereafter.

This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase from The Yogologist (the “Site”). Any mention of “Personal Information” in this Privacy Policy, refers to both Device Information, Order Information and Subscription Information.

PERSONAL INFORMATION WE COLLECT

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically collected information as “Device Information”.

We collect Device Information using the following technologies:

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- “Web beacons”, “tags”, and “pixels” are electronic files used to record information about how you browse the Site.

This site is run by **WordPress 4.9.6 Privacy and Maintenance Release**; more information on their privacy policy can be found [here](#).

The site is hosted by GoDaddy; more on their privacy policy information can be found by visiting <https://www.godaddy.com/Agreements/Privacy.aspx>

Additionally, when you make a purchase or attempt to make a purchase through the Site, we collect certain information from you, including your name, billing address, payment information (via PayPal) and email address, and phone number. We refer to this information as “Order Information”.



HOW DO WE USE YOUR PERSONAL INFORMATION?

We use the Order Information that we collect generally to fulfil any orders placed through the Site (including processing your payment information and providing you with invoices and/or order confirmations).

Additionally, this information is used to:

- Communicate with you; and
- Screen our orders for potential risk or fraud; and
- When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.
- Send newsletters, update, and marketing.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

SHARING YOUR PERSONAL INFORMATION

We share your Personal Information with third parties to help us use your Personal Information, as described above. We use Google Analytics to help us understand how our customers use the Site -- you can read more about how Google uses your Personal Information [here](#). You can also opt-out of Google Analytics [here](#).

We use MailChimp to take your information through our online forms using a double opt in process. You can read more about MailChimp's use of cookies [here](#).

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

BEHAVIOURAL ADVERTISING

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page [here](#).



OPTING OUT

You can opt out of targeted advertising by using the links below:

- Facebook: <https://www.facebook.com/settings/?tab=ads>
- Google: <https://www.google.com/settings/ads/anonymous>
- Bing: <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>
- MailChimp/Newsletters: <https://shaurahall.us6.list-manage.com/unsubscribe?u=04c39fa23da81c55693893b52&id=c70206eb25&e=&c=7196f4060a>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal [here](#).

DO NOT TRACK

Please note that we do not alter our Site's data collection and use practices when we receive a Do Not Track signal from your browser.

YOUR RIGHTS

If you are a resident of the United Kingdom (UK) or any European country, you have the right to access personal information that we may hold about you and request that your personal information be corrected, updated, or deleted. If you would like to exercise this right or have any concerns about how your data is being used now or may be used in the future, please contact us through the contact information below.

Additionally, if you are resident of the United Kingdom (UK) or any European country, your information may be used in order to process or fulfill any orders or contracts that we might have with you, e.g., when placing an order and or registering for one of our services through the Site, or otherwise to pursue our legitimate business interests as listed above. Additionally, please note that your information may be transferred outside of Europe, including to Canada and the United States.

DATA RETENTION

When you place an order or register for one of our services through the Site, your information, e.g., Order Information, may be maintained for our records unless and until the time you request that this information be deleted.



MINORS

By using this site, you represent that you are at least the age of majority in your state or province of residence, or that you are the age of majority in your state or province of residence, and you have given us your consent to allow any of your minor dependents to use this site.

POLICY CHANGES

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal, or regulatory purposes.

You are thus responsible for reviewing this policy in full each time you agree to our terms and conditions or otherwise indicate that you understand how your data will be managed in accordance with our privacy policy.

UPDATED

This policy was last modified on: [2 January 2023](#).

CONTACT US

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at shaura@theyogologist.co.uk

the yogologist

