



Privacy Policy

Effective Date: July 19th 2023

This Privacy Policy describes how Balance Moves Pilates & Barre Studio ("we," "us," or "our") collects, uses, discloses, and protects personal information obtained from individuals ("you" or "your") in the course of operating our small business in New South Wales, Australia. We are committed to protecting your privacy and handling your personal information in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs).

Collection of Personal Information

1.1 Types of Information: We may collect the following types of personal information from you:

Contact information (e.g., name, address, email address, telephone number)

Financial information (e.g., credit card details, billing address)

Demographic information (e.g., age, gender)

CCTV recordings (e.g., images, recordings on site)

Other information relevant to the products or services we provide

1.2 Method of Collection: We may collect personal information through various channels, including:

Directly from you when you provide it to us in person, by phone, email, or through our website

Automatically when you interact with our website or use our services (e.g., cookies, server logs, CCTV)

From third parties with your consent or where otherwise authorised by law (eg., Mindbody)

Use of Personal Information

2.1 Purpose: We may use your personal information for the following purposes:

To provide the products or services you request

To process payments and fulfil orders

To communicate with you regarding your inquiries, requests, or transactions

To personalise and improve your experience with our business

To send you promotional materials, special offers, or other marketing communications (with your consent)

To comply with legal obligations or enforce our rights

2.2 Direct Marketing: If you have provided your consent, we may use your personal information to send you marketing materials. You can opt-out of receiving such communications at any time by following the unsubscribe instructions provided in the communication or by contacting us directly.

Disclosure of Personal Information

3.1 Third Parties: We may disclose your personal information to third parties in the following circumstances:

Service Providers: We may engage trusted third-party service providers who assist us in operating our business and delivering services to you (e.g., payment processors, shipping companies).

Legal Obligations: We may disclose your personal information as required by law, regulation, or court order, or to protect our rights, property, or safety.

Business Transfers: In the event of a merger, acquisition, or sale of all or a portion of our business assets, your personal information may be transferred to the acquiring entity.

With Your Consent: We may share your personal information with third parties if you have provided consent for such disclosure.

Security of Personal Information

4.1 We are committed to ensuring the security of your personal information. We implement reasonable technical and organisational measures to protect against unauthorised access, disclosure, alteration, or destruction of personal information.

Access and Correction of Personal Information

5.1 You have the right to access and correct the personal information we hold about you. If you believe that any information we have is inaccurate, incomplete, or out of date, please contact us using the information provided in Section 7.

Retention of Personal Information

6.1 We will retain your personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, or as required by law. When personal information is no longer needed, we will securely dispose of it.

Contact Information

If you have any questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us at: bondi@balancemoves.com.au

Balance Moves Pilates & Barre Studio
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