

<b>What We Store</b>	<b>Reason (Legal Basis)</b>	<b>What we Use Data For</b>
Name, date of birth, email, telephone number.	Fulfilling a contract	To process your orders and bookings
Email, address and telephone number.	Legitimate Interest	1) Class details and reminders and schedule changes 2) Service enhancements – such as changes to pricing and schedules or new services  3) Satisfaction surveys and testimonial requests and in order to improve our service.  4) To contact you to discuss feedback or complaints.
	Consent (email only)	Supplying you with email Marketing communications that you have opted into to keep you informed of special offers, promotions and new events.
	Fulfilling a Contract	Sending you payment invoices by email
Date of Birth Gender How you heard about Wake Up and Shine	Legitimate Interest	To personalise, tailoring and improve our services and your experience with Wake Up and Shine
How long and how often you practice yoga	Legitimate Interest	To enable us to assess your suitability for the services and safeguard your health
Health Information and Emergency Contact	Legitimate Interest	To enable us to assess your suitability for the services and safeguard your health
Payment card number, expiry date and billing address	Consent (we will only store these details if you ask us to)	
If you purchase one of our services or make a booking: your purchased / booked services, receipts	Fulfilling a Contract	To provide the services you have purchased. We also use information about services bought and volumes, to help us with planning, demand forecasting, management information and research

Time and date of your check-ins for any bookings	Legitimate Interest	To help us with planning and handling our customer contact efficiently and effectively
Details of your interactions with us – e.g. notes from our conversations with you, details of any complaints or comments you make, and how and when you contact us.	Legitimate Interest	Keeping our records up to date, handling our customer contact efficiently and effectively
Details of your visits to our websites or apps, including IP address, web browser and version, operating system, and which website referred you to ours.	Legitimate Interest	Improving customer experience and interaction with our sites.