

LAB FOR FITNESS

Privacy Policy

Last updated: 15 August 2026

LAB FOR FITNESS respects your privacy and is committed to protecting your personal data. This Privacy Policy explains what personal information we collect, why we use it, how long we keep it, who we may share it with, and your rights under UK data protection law.

This policy applies to people who visit our website, contact us with an enquiry, book or receive our services, or otherwise provide personal information to us. Our services include personal training, Pilates and Reformer Pilates.

1. Who we are and how to contact us

LAB FOR FITNESS is responsible for the personal information described in this Privacy Policy.

Business	LAB FOR FITNESS
Website	https://www.labforfitness.com/
Address	334–338 Essex Road, N1 3PB, Islington, London, UK
Telephone	079 6813 1688
Email	infofit@labforfitness.com

2. Personal information we collect

Depending on how you interact with us, we may collect:

- Contact and identity information, such as your name, email address and telephone number when you contact us, make an enquiry or book a service.
- Booking and service information, such as appointment details, attendance records, training preferences, fitness goals and information needed to provide and personalise our services.
- Health and body composition information, where relevant to the services you request. This may include injuries, medical history, physical limitations, height, weight, age, fitness goals, nutrition or lifestyle information you choose to provide, and measurements or results generated during an InBody body composition assessment. We collect this information only where it is relevant to carrying out the assessment or providing our services safely and appropriately.
- Payment and billing information required to process payments, issue invoices and maintain appropriate financial records.
- Communications with us, including information you provide by email, telephone, website enquiry or in person.

We aim to collect only the personal information that is reasonably necessary for the relevant purpose.

3. How we collect your information

Most personal information we process is provided directly by you, for example when you:

- submit an enquiry through our website or contact us by email or telephone;
- book or attend a personal training, Pilates or Reformer Pilates session;
- complete a client, health or pre-exercise questionnaire;
- provide information about your goals, progress, injuries or training requirements; or
- make a payment or provide information needed for billing.

4. How and why we use your personal information

We use personal information only where it is relevant to running the business and providing the services you request. This may include:

- responding to enquiries and communicating with you about services you have asked about;
- arranging, confirming, changing and delivering appointments and sessions;
- providing and personalising personal training, Pilates and Reformer Pilates services;
- monitoring training or performance progress where this forms part of the service you receive;
- using relevant health and body composition information to understand your needs, carry out an InBody assessment, provide you with your results, adapt sessions where appropriate, and monitor fitness or body composition progress where requested;
- processing payments, invoices and business records;
- meeting legal, accounting, insurance or regulatory requirements; and
- establishing, exercising or defending legal claims where necessary.

We do not currently use client or enquiry information for email marketing, newsletters, remarketing, advertising campaigns or unsolicited promotional communications.

5. Our lawful bases for using personal information

Under the UK GDPR, we rely on one or more of the following lawful bases, depending on the purpose:

- Contract or steps before entering into a contract – where processing is necessary to respond to a request for services, manage a booking or provide the service you have agreed to receive.
- Legitimate interests – where reasonably necessary to operate and administer our business, respond to enquiries, maintain appropriate client records or protect our business, provided those interests are not overridden by your rights.
- Legal obligation – where we need to keep or use information to comply with a legal requirement, including applicable accounting or tax obligations.
- Consent – where we specifically ask for and rely on your consent for a particular use of your information.

Health information and other special category data. Health information, including identifiable body composition results generated through an InBody assessment where they reveal information about your health, is treated as special category personal data under UK data protection law. Where we process this information, we identify an appropriate lawful basis under Article 6 of the UK GDPR and an applicable condition under Article 9. Where we rely on explicit consent, we will ask for that consent clearly and separately and you may withdraw it at any time. Withdrawal does not affect processing that took place before consent was withdrawn.

6. InBody body composition assessments

Where you choose to have an InBody body composition assessment, LAB FOR FITNESS may collect information you provide and measurements generated by the assessment. Depending on the assessment, this may include height, weight, age, body composition measurements and results, together with relevant fitness goals and nutrition or lifestyle information you choose to provide.

We use this information only to carry out the body composition assessment, provide and explain your results, personalise relevant fitness services and, where you ask us to do so, compare or monitor your progress over time. We do not use InBody or body composition information for advertising, remarketing or marketing communications.

Body composition results may constitute health information and therefore special category personal data under UK data protection law. Where we rely on explicit consent as the applicable Article 9 condition for processing this information, we will ask you to provide a clear and separate explicit consent before the assessment. You may withdraw that consent at any time, although this does not affect processing that took place before withdrawal.

We keep identifiable InBody and body composition information only for as long as reasonably necessary for the assessment, the services you receive, progress monitoring you have requested, and any applicable legal, insurance or record-keeping requirements.

7. Website enquiries and marketing

If you contact us through our website, by email or by telephone, we will use the information you provide to respond to your enquiry and, where relevant, discuss or arrange the services you have requested.

Submitting an enquiry does not subscribe you to marketing communications. We do not currently send newsletters, marketing emails or texts, or use enquiry details for remarketing or paid advertising. If our marketing practices change in the future, we will update this Privacy Policy and obtain any consent required by law before using personal information for those purposes.

8. Sharing your personal information

We do not sell your personal information. We may share personal information only where reasonably necessary, including with:

- service providers that support the operation of the business, such as payment, accounting, website or IT providers, where applicable;
- professional advisers, insurers or other parties where reasonably necessary for legal, insurance or business administration purposes; and
- public authorities, regulators or other parties where disclosure is required by law.

Where a service provider processes personal information on our behalf, we expect it to handle that information appropriately and only for the relevant purpose.

9. How long we keep your information

We keep personal information only for as long as reasonably necessary for the purpose for which it was collected, including any legal, accounting, insurance or dispute-resolution requirements.

- Enquiry information is kept only for a reasonable period needed to respond to and follow up the enquiry, unless you become a client or there is another reason to retain it.
- Client and booking information is retained while you receive services and afterwards for an appropriate period where necessary for business administration, insurance, legal or record-keeping purposes.
- Health information is retained only for as long as it is reasonably necessary to provide services safely and appropriately and to meet any relevant legal, insurance or record-keeping requirements.
- Financial and transaction records are retained for the period required by applicable accounting and tax obligations.

We periodically review the information we hold and delete or securely dispose of information that is no longer required.

10. Website cookies and analytics

LAB FOR FITNESS does not use cookies or similar technologies for paid advertising, behavioural advertising or remarketing.

Our website may use strictly necessary technologies required for the website to operate and may use limited analytics or statistical technologies to understand general website usage and help us improve the website. Where any cookie or similar technology requires consent under applicable UK law, it will not be used unless the required consent has been obtained.

We recommend periodically checking the website and any third-party website tools to ensure this description remains accurate, particularly if analytics, embedded content, booking tools or other website functionality changes.

11. Data security

We take reasonable technical and organisational measures to protect personal information against unauthorised access, loss, misuse, alteration or disclosure. Access to personal information is limited to those who reasonably need it for the purposes described in this policy.

12. Your data protection rights

Depending on the circumstances, UK data protection law gives you rights including:

- the right to ask for access to your personal information;
- the right to ask us to correct inaccurate or incomplete personal information;
- the right to ask us to erase personal information in certain circumstances;
- the right to ask us to restrict the processing of personal information in certain circumstances;
- the right to object to processing in certain circumstances;
- the right to data portability in certain circumstances; and
- where processing is based on consent, the right to withdraw that consent at any time.

You are not normally required to pay a fee to exercise your rights. We will respond to valid requests within the time required by applicable data protection law.

13. How to contact us or complain

If you have a question, concern or request about your personal information or this Privacy Policy, please contact us at infofit@labforfitness.com.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK regulator for data protection:

- Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF
- Telephone: 0303 123 1113
- Website: <https://ico.org.uk/>

14. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to our services, website, business practices or legal requirements. The latest version will be published on our website with the date of the most recent update.