

# WATER SHED SAUNA

## WATERSHED SAUNA LTD PRIVACY POLICY

This privacy policy explains how Watershed Sauna Ltd will process the data relating to you that you provide to us, or that we may collect, when you visit our website or create a booking via [www.watershedsauna.com](http://www.watershedsauna.com) (Website).

We are committed to protecting the personal data that we obtain. The privacy and confidentiality of our clients and visitors to our Website matter to us. We will deal with your personal data in compliance with all current applicable data protection laws.

Our Website may contain hyperlinks to third party websites. These third party websites operate independently from us, and we cannot accept any responsibility or liability for the privacy practices of such third parties nor the availability of these external sites or resources. The appearance of such links on our Website is not an endorsement. Should you use any of these websites, such use is at your own risk and we would advise that you review their respective privacy policies.

How do we collect your data?

- Acuity Scheduling Booking Platform – When you complete a booking, we collect your name, email address and any further information you choose to provide. This data will be stored securely within our Acuity Scheduling account, as well as copied to our Google Workspace Calendar for managing bookings.
- Telephone Data – We will only collect personal information that you consent to provide to us in order to deliver a service.
- Email Data that you provide – When you contact us via email or sign up to our mailing list, we will retain your email and our response to it for as long as the business issue remains and

there is a legitimate interest. We store this data for five years after your last interaction with us, unless you withdraw consent.

- Face to Face Contact – If you provided your contact details to us face to face, we may contact you via email, post or telephone. The legal basis for this is legitimate interest. We store this data for five years after your last interaction with us, unless you withdraw consent.
- Cookies & Web Analytics – Our Website does not use cookies. Our Website uses website analytics, including Squarespace Analytics, to evaluate and improve our Website, personalise your experience and to offer the best, most accessible service possible to all of our customers.

When you visit our Website, these analytics service providers may collect the following data, which will almost always be anonymised and aggregated before reporting back to us:

- number of visitors to our Website
- pages visited while at the Website and time spent per page
- page interaction information, such as scrolling, clicks and browsing methods
- websites where visitors have come from and where they go afterwards
- page response times and any download errors
- date and time of the visit
- other technical information relating to end user device, such as IP address, access status/HTTP status code, your operating system and interface or browser plug-in

We process this information to understand how visitors use our Website and to compile statistical reports regarding that activity.

This processing is crucial to the running of our business and we therefore undertake such monitoring in the pursuit of our legitimate interests in improving our Website to provide a better service and source of information to visitors. This information is not used to develop a personal profile of you.

#### EXISTING CUSTOMERS

If you are already a customer of Watershed Sauna Ltd we will hold your data under the legal basis of legitimate interest and may send you marketing materials, unless you withdraw consent.

#### MARKETING

Where we provide you with information about our services or offers (via our mailing list), or if we contact you for market research purposes (such as surveys and feedback requests), we will only use your personal information in this way in accordance with laws relating to marketing directly to individuals, and in the pursuit of our legitimate interest of marketing our business.

If you have asked to be added to our mailing list, we will provide your details to a third party company called MailChimp that helps us to produce and manage our newsletters. We provide these communications on the basis that you have asked to receive these.

If you change your mind, you may opt-out at any time via the unsubscribe feature that appears in our emails or by contacting us at [info@watershedsauna.com](mailto:info@watershedsauna.com).

#### YOUR RIGHTS IN RELATION TO THE PERSONAL DATA THAT WE PROCESS

You have the following rights over the way we process personal data relating to you. We aim to comply without undue delay, and within one month at the latest:

- to ask for a copy of data we are processing about you and have inaccuracies corrected;
- to ask us to restrict, stop processing, or to delete your personal data;
- to request a machine readable copy of your personal data, which you can use with another service provider. Where it is technically feasible, you can ask us to send this information directly to another provider if you prefer; and
- to make a complaint to a data protection regulator. You may contact them at: <https://ico.org.uk/concerns/>.

To make a request in relation to any of the aforementioned rights, please contact us at [info@watershedsauna.com](mailto:info@watershedsauna.com).

#### CHANGES TO THIS POLICY

This privacy policy may be updated from time to time. We will notify you of any changes to our privacy policy by posting the new privacy policy on our Website. You are advised to consult this privacy policy webpage regularly for any changes.

#### CONTACT

Questions, comments and requests in relation to this privacy policy are welcome and should be addressed to [info@watershedsauna.com](mailto:info@watershedsauna.com)