SIMPLY HUMAN

Privacy Notice

How we collect, use and protect your personal information

We understand that your personality, health and wellbeing information is personal. We will treat it with care, respect and confidentiality.

Last updated: September 2026

1. Who we are

Simply Human is responsible for deciding how and why your personal information is used. For the purposes of UK data protection law, Simply Human is the data controller.

If you have any questions about this notice or how we use your information, contact us:

Email	angela@wearesimplyhuman.co.uk
Website	www.wearesimplyhuman.co.uk

2. Information we may collect

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

- Your name, email address, telephone number and other contact details.
- Information you provide when making an enquiry, booking or purchasing a service.
- Your answers to our personality questionnaire and the profile or report created from them.
- Health, fitness and wellbeing information that you choose to provide, including goals, injuries, medical considerations and lifestyle information.
- Records of sessions, plans, progress and communications where relevant to the service we provide.
- Technical information generated when you use our website, such as device, browser, IP address and cookie information.

Health information may be classed as special category personal data and is given additional protection under data protection law.

3. How we use your information

We may use your information to:

- Respond to enquiries and communicate with you.
- Arrange and deliver personal training, outdoor sessions, events and other services.
- Score and interpret your questionnaire and create your personalised personality and wellbeing report.
- Tailor coaching, training and wellbeing support to your goals, preferences and circumstances.
- Process bookings and payments and maintain appropriate business and financial records.
- Keep our services safe, effective and suitable for participants.
- Improve our questionnaire, reports and services using information that has been anonymised wherever possible.
- Send news or marketing where you have asked to receive it or where the law otherwise permits us to do so.

4. Our lawful reasons for using it

We only use personal information when we have a lawful reason. Depending on the circumstances, this may be because it is necessary to provide a service or take steps at your request, because we have a legitimate

business interest, because we must meet a legal obligation, or because you have given consent.

Where we process health or other special category information for the personality and wellbeing service, we will normally ask for your explicit consent. You can withdraw consent at any time, although this will not affect processing already carried out lawfully and may mean we can no longer provide the related service.

5. Who can access your information

Access within Simply Human is limited to people who need the information to provide the service, prepare your report, support you or administer the business.

We will not sell your personal information. We will not disclose your individual questionnaire results or report to an employer, family member, coach or another person without your express permission, unless disclosure is required by law or is necessary to protect someone's vital interests.

We use trusted service providers to help operate our website and services. These may include Wix for website hosting, Typeform for questionnaire collection, and providers used for secure storage, booking, payment, email and report preparation. They process information only to provide services to us and are required to protect it.

6. International processing

Some service providers may process information outside the United Kingdom. Where this happens, we take reasonable steps to ensure that appropriate legal safeguards are in place to protect your information.

7. How we protect your information

We use appropriate technical and organisational measures to reduce the risk of loss, misuse, alteration or unauthorised access. These include limiting access, using reputable service providers, maintaining secure accounts and using protected systems for storing and transferring information.

No online system can be guaranteed to be completely secure, but we regularly consider the information we hold and the safeguards appropriate to it.

8. How long we keep it

We retain identifiable personal information only for as long as it is reasonably needed for the purpose for which it was collected, to provide ongoing support, resolve queries and meet legal, accounting or insurance requirements.

When identifiable information is no longer required, we will securely delete it or anonymise it so that it can no longer be connected to you. We periodically review the information we hold.

9. Marketing

We may use your contact details to send you relevant news, wellbeing guidance, event information and details of Simply Human services where you have agreed to receive them or where data protection and electronic marketing laws otherwise allow us to do so.

Every marketing communication will include a simple way to unsubscribe. You can change your preferences or ask us to stop contacting you at any time.

10. Cookies and website information

Our website and embedded services may use essential cookies and similar technologies so that pages and forms work correctly. Optional analytics or marketing cookies should only be used in line with the choices available through the website's cookie controls. Third-party services may also set cookies when their content is embedded.

11. Your rights

Depending on the circumstances, you may have the right to:

- Ask for a copy of the personal information we hold about you.
- Ask us to correct information that is inaccurate or incomplete.
- Ask us to delete your information where applicable.
- Ask us to restrict how your information is used.
- Object to certain uses of your information.
- Receive certain information in a portable format.
- Withdraw consent where consent is the basis for processing.

To exercise a right, email angela@wearesimplyhuman.co.uk. We may need to confirm your identity before responding.

12. Automated decisions and personality profiling

Questionnaire answers may be scored and interpreted to help create a personality and wellbeing report. The report is intended to support reflection, coaching and personal development. It is not a medical diagnosis and will not be used to make a decision that produces a legal or similarly significant effect without appropriate human involvement.

13. Concerns or complaints

Please contact us first if you have a concern, so that we have an opportunity to resolve it. You also have the right to complain to the Information Commissioner's Office, the UK regulator for data protection.

Website: www.ico.org.uk Telephone: 0303 123 1113

14. Changes to this notice

We may update this notice as our services or legal obligations change. The latest version will be available on our website, with the date of the most recent update shown on the front page.

Your information is yours. We will use it carefully, only for clear purposes, and never sell it.