

Privacy Policy

Sliced Fitness | June 2026

This Privacy Policy explains how Sliced Fitness (a trading name of Sliced 3D Ltd) collects, uses, stores, and protects your personal data. We are committed to protecting your privacy in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

1. Who We Are

The data controller is Sliced 3D Ltd (trading as Sliced Fitness), registered in England and Wales. Our registered address is 6 Thorpe Close, Banbury, OX16 4SW.

2. What Data We Collect

We may collect and process the following categories of personal data:

2.1 Personal Identification Data

- Full name
- Date of birth
- Email address
- Phone number
- Billing address

2.2 Health & Fitness Data

- Current fitness levels, goals, and training history
- Health questionnaire responses and medical information you choose to share
- Body measurements, weight, and progress photos (where provided)
- Injury history and rehabilitation needs

Health data is classed as special category data under UK GDPR. We only collect this with your explicit consent and use it solely to deliver your personal training programme.

2.3 Payment & Transaction Data

- Payment history and subscription status
- Note: Full card details are not stored by us; payments are processed securely by our third-party payment provider.

2.4 Usage Data

- How you interact with our website and online platform
- Device type, browser, and IP address (collected via cookies – see Cookie Policy)

3. How We Use Your Data

We process your personal data for the following purposes:

- To deliver and manage your online programme or face-to-face sessions.
- To process payments and manage your subscription.
- To communicate with you about your programme, progress, and account.
- To send you relevant updates, offers, or marketing communications (with your consent).
- To comply with our legal obligations.
- To improve our services.

4. Legal Basis for Processing

We rely on the following legal bases under UK GDPR:

- Contract performance – to deliver the services you have purchased.
- Legitimate interests – to manage our business and improve our services.
- Legal obligation – where we are required to process data to comply with the law.
- Explicit consent – for special category health data and marketing communications.

5. Data Sharing

We do not sell your personal data. We may share your data with trusted third parties only where necessary:

- Kahuna Fitness — our online programme delivery platform, which will receive your name, email address, and programme details in order to set up and manage your account and deliver your training content.
- Payment processors (e.g. GoCardless, Stripe) to process transactions and manage Direct Debit mandates securely.
- Platform providers who host our website and online communications.
- IT and cloud service providers for data storage and communications.

All third parties are required to process your data in accordance with UK GDPR. We recommend reviewing the privacy policy of Kahuna Fitness directly at their website for full details of how they handle your data. We will only share the minimum data necessary to deliver our services and will never share your health or fitness data with any third party without your explicit consent, except where required by law.

6. Data Retention

We retain your personal data only for as long as necessary:

- Active client data: retained for the duration of your membership and up to 2 years after.
- Health and fitness data: retained for 2 years after your last interaction, then securely deleted.
- Financial and transaction records: retained for 7 years to comply with HMRC requirements.

7. Your Rights

Under UK GDPR, you have the following rights:

- Right of access – to request a copy of the data we hold about you.
- Right to rectification – to request correction of inaccurate data.
- Right to erasure – to request deletion of your data in certain circumstances.
- Right to restrict processing – to ask us to limit how we use your data.
- Right to data portability – to receive your data in a portable format.
- Right to object – to object to processing based on legitimate interests or for marketing.
- Right to withdraw consent – at any time where processing is based on consent.

To exercise any of these rights, please contact us at info@slicedfitness.co.uk. We will respond within 30 days.

8. Data Security

We implement appropriate technical and organisational measures to protect your personal data against unauthorised access, disclosure, alteration, or destruction. However, no method of data transmission over the internet is 100% secure.

9. Changes to This Policy

We may update this Privacy Policy from time to time. Changes will be posted on our website and, where significant, communicated to you directly.

10. Complaints

If you are unhappy with how we handle your data, you have the right to lodge a complaint with the Information Commissioner's Office (ICO) at www.ico.org.uk or call 0303 123 1113.

11. Contact Us

For any privacy-related queries, please contact:

- Sliced 3D Ltd trading as Sliced Fitness
- 6 Thorpe Close, Banbury, OX16 4SW
- Email: slicedfitness@outlook.com
- Website: www.slicedfitness.co.uk