

Privacy Policy



PRIVACY POLICY

The Sauna & Plunge Company Ltd ("we", "our", "us") respects your privacy and is committed to protecting your personal information in accordance with UK data protection laws, including the UK GDPR and the Data Protection Act 2018.

This policy explains what data we collect, how we use it, the legal basis for doing so, and your rights.

Data Controller

The Sauna & Plunge Company Ltd, 124 Tabernacle Street, Shoreditch, London.
Contact: info@saunaandplunge.life.

Information We Collect

We collect the following categories of personal information:

- Identity and contact data: name, date of birth, email, phone and address.
- Booking and transaction data: memberships, packs, session history and payment records.
- Health data: information you disclose on our liability waiver, including medical conditions, medications and pregnancy status. This is special category data and is processed only for your safety.
- Marketing data: your preferences for receiving communications from us.
- Technical data: IP address, device and browser information, cookie data from our website.
- CCTV footage: captured in reception, corridors and the café for security. CCTV does not operate in changing rooms, sauna or plunge areas.

We collect this data when you make a booking, sign up to a membership or pack, complete a waiver, contact us, visit our website or enter our premises.

How We Use Your Information

We use your personal information to:

- Process bookings, memberships and payments
- Communicate with you about your bookings, membership, waiver or enquiries
- Ensure your safety in our facilities (health data)
- Send you updates about our services, events and offers, where you have opted in
- Operate CCTV for the safety of guests, staff and property
- Improve our services, website and customer experience
- Comply with legal, tax and accounting obligations

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Legal Basis for Processing

We rely on the following legal grounds under UK GDPR:

- Contractual necessity: to provide and manage bookings, memberships and services.
- Consent: for marketing communications, and (as explicit consent under Article 9) for processing the health information you disclose on your waiver.
- Legitimate interests: to operate, secure and improve our business, including CCTV monitoring, website analytics and fraud prevention.
- Legal obligation: to meet tax, accounting and regulatory duties.

Sharing Your Information

We do not sell, rent or trade your personal information. We share data with trusted third-party service providers only where necessary to run our services, including:

- Booking and scheduling platforms (Momence)
- Payment processors
- Email and communication providers
- Website analytics and advertising platforms
- Accountants and professional advisers

These providers process data on our behalf under written agreements and in line with UK data protection laws. We may also share information with law enforcement, regulators or other authorities where required by law, or to protect our legal rights and the safety of guests and staff.

International Transfers

Some providers may process data outside the UK. Where this happens, we ensure appropriate safeguards are in place, such as UK adequacy decisions or standard contractual clauses (with the UK International Data Transfer Addendum where applicable).

Data Security

Your information is stored securely and is accessed only by authorised staff. We take appropriate technical and organisational measures to protect personal data against loss, misuse, unauthorised access, alteration or disclosure. This includes access controls, secure payment processing through PCI-compliant providers, and regular review of our systems and processes.

Data Retention

We retain personal data only for as long as necessary. Our standard retention periods are:

- Booking and membership records: 7 years after the end of your relationship with us, for accounting and tax purposes.
- Waivers and health data: 6 years after your last visit, for insurance and liability purposes.
- Marketing data: until you unsubscribe or withdraw consent.
- CCTV footage: 30 days, unless retained longer to investigate a specific incident.
- Website cookies: as set out in our Cookie Policy.

After these periods, data is securely deleted or anonymised.

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SAUNA & PLUNGE™

Cookies

Our website uses cookies to improve your browsing experience and to help us understand how visitors use the site. Essential cookies are needed for the website to function. Analytics and advertising cookies are only used with your consent, managed through our cookie banner. You can also manage cookie preferences through your browser settings at any time.

Marketing Preferences

You can opt out of marketing communications at any time by clicking the unsubscribe link in any email or by contacting us at info@saunaandplunge.life. Opting out of marketing does not affect essential communications about your bookings, membership or account, which we need to send you to deliver our services.

Children

Our services are for adults aged 18 and over. We do not knowingly collect personal data from anyone under 18. If you believe we have collected data from a minor, please contact us and we will delete it promptly.

Your Rights

Under UK data protection law you have the right to:

- Access the personal data we hold about you
- Rectify inaccurate or incomplete information
- Erase your personal data, subject to our legal retention obligations
- Restrict or object to certain processing
- Withdraw consent for marketing or health-data processing at any time
- Data portability where technically possible, for data you have provided to us

To exercise any of these rights, contact us at info@saunaandplunge.life. We aim to respond within one calendar month of your request. We may ask you to verify your identity before releasing data.

Withdrawing consent does not affect the lawfulness of any processing carried out before you withdrew it.

Complaints

If you have concerns about how we handle your personal data, please contact us first at info@saunaandplunge.life so we can try to resolve them.. You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) at ico.org.uk or by calling 0303 123 1113, if you believe your data has been handled improperly.

Changes to This Policy

We may update this privacy policy from time to time to reflect changes in our services, our use of data, or legal requirements. Material changes will be flagged on our website or notified by email where appropriate. The latest version will always be available on our website.