

Privacy Policy

Last updated: 2 October 2026

This Privacy Policy explains how Rosi May Fitness Limited ("Rosi May Fitness", "we", "us" or "our") collects and uses personal information when you visit **rosimayfitness.co.uk**, contact us through the website, use our online tools or sign up to receive emails from us.

Rosi May Fitness Limited is the data controller responsible for the personal information described in this policy.

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

Rosi May Fitness Limited

Email: info@rosimayfitness.co.uk

This policy relates primarily to information collected through our website and online marketing. If you become a coaching client, additional privacy information may be provided to you in connection with the coaching services you receive.

1. Information we collect through our website

Depending on how you use our website, we may collect:

Information you provide to us

This may include:

- your name;
- your email address;
- information you submit through contact, enquiry or signup forms;
- information you enter into online tools such as our Fat Loss Calculator;
- your email marketing preferences; and
- information you choose to include when contacting us.

Information collected automatically

When you visit our website, certain technical and usage information may also be collected, such as:

- your IP address;
- browser and device information;
- pages you visit;
- how you interact with our website;
- referring websites or sources; and
- cookie and similar technology information.

Some of this information is collected through tools such as Wix Analytics and, where you have provided the necessary consent, the Meta Pixel.

2. Fat Loss Calculator and other free resources

Our Fat Loss Calculator asks you to provide information including your:

- age;
- height;
- weight;
- average daily steps;
- training frequency;
- first name; and
- email address.

We use the information you enter about your age, height, weight and activity to calculate and display your personalised calorie, protein and movement estimates.

These results are estimates based on the information you provide. They are for general educational purposes and are not medical advice or a substitute for personalised advice from an appropriately qualified healthcare professional.

Using the calculator does **not** automatically sign you up to receive ongoing marketing emails.

If you separately choose to opt in to marketing emails, we send the relevant information needed to manage your subscription, such as your name, email address and marketing preference, to our email marketing provider, MailerLite.

Your age, height, weight, step count and training frequency are not added to your MailerLite subscriber profile for this purpose.

Our lawful basis for using the information you enter to provide the calculator result is our legitimate interest in providing the online tool you have chosen to use.

Where you separately opt in to email marketing, we rely on your consent for that marketing.

3. Email marketing

If you choose to sign up to emails from Rosi May Fitness, we may send you:

- fat loss, nutrition and training advice;
- educational emails and resources;
- information about our programmes and services;
- occasional offers and promotions; and
- other relevant Rosi May Fitness updates.

Where we rely on consent, signing up to marketing is optional and requires a positive action from you.

We use **MailerLite** to manage our email subscribers and send emails. Information such as your name, email address, marketing status and relevant signup information may therefore be processed through MailerLite.

We may keep appropriate records of when, where and how you opted in and what you were told at the time so that we can respect your preferences and demonstrate your consent where necessary.

You can unsubscribe at any time by clicking the unsubscribe link in one of our marketing emails or by contacting **info@rosimayfitness.co.uk**.

Withdrawing consent does not affect the lawfulness of anything we did before you withdrew it.

4. Contacting us and making enquiries

If you contact us through our website or using contact details provided on it, we use the information you provide to respond to and manage your enquiry.

This may include your name, email address and anything you choose to tell us in your message.

Our lawful basis is generally our legitimate interest in responding to enquiries about our business and services or, where your enquiry relates to potentially purchasing a service, taking steps at your request before entering into a contract.

Providing your contact details for an enquiry does not by itself mean that you have agreed to receive ongoing marketing emails.

5. Website analytics, advertising and cookies

We use technologies that help us understand how our website is used and how our advertising performs.

These include:

Wix and Wix Analytics

Our website is built and hosted using Wix.

Wix provides services including website hosting, security and analytics and may process technical and usage information when you visit our website.

We use Wix Analytics to understand how visitors use the website and to help us improve its performance and content.

Meta Pixel

We use the Meta Pixel to help us understand how people interact with our website after seeing or interacting with our advertising and to measure the effectiveness of our advertising.

Where required, the Meta Pixel and other non-essential tracking technologies are only used after you have made the appropriate choice through our cookie consent system.

Cookies

Our website uses cookies and similar technologies.

Some cookies are necessary for the website to work. Other cookies may be used for analytics, advertising or other non-essential purposes.

Where consent is required, non-essential cookies and similar technologies should not be activated until you have provided the appropriate consent.

You can manage your choices through the cookie controls available on our website.

6. Why we use your information

Under UK data protection law, we need a lawful basis for using personal information.

Depending on the circumstances, we rely on:

Consent

We rely on consent where you actively choose to receive marketing emails and where consent is required for certain cookies or tracking technologies.

You can withdraw your consent at any time.

Legitimate interests

We may rely on our legitimate interests where necessary to:

- operate and improve our website;
- provide online tools you choose to use;
- understand how our website is being used;
- respond to enquiries;
- maintain website security; and
- protect our business against misuse or fraud.

Where we rely on legitimate interests, we consider whether our interests are outweighed by your privacy rights.

Steps before entering into a contract

If you contact us because you are considering purchasing a service, we may process information where necessary to respond to your request or take steps towards entering into a contract with you.

Legal obligations

We may process information where necessary to comply with a legal obligation.

7. Who we share information with

We do **not sell your personal information**.

We use third-party service providers to operate our website and marketing. Depending on how you use the website, these may include:

Wix – website hosting, website functionality, security and analytics.

MailerLite – email subscriber management and email marketing.

Meta – advertising, analytics and measurement through technologies including the Meta Pixel, where permitted.

We may also disclose information where required by law or where reasonably necessary to establish, exercise or defend legal claims.

Where organisations process personal information on our behalf, we expect them to handle that information appropriately and in accordance with applicable data protection requirements.

Some third-party services may also process information as independent data controllers for their own purposes. Their own privacy policies explain how they use information in those circumstances.

8. International transfers

Some of the technology providers we use operate internationally, which means personal information may sometimes be processed outside the United Kingdom.

Where UK data protection law requires safeguards for an international transfer, we take reasonable steps to ensure an appropriate transfer mechanism is in place.

Depending on the provider and destination, this may include UK adequacy regulations, approved contractual safeguards or another lawful mechanism permitted under UK data protection law.

You can contact us if you would like more information about safeguards relating to your personal information.

9. How long we keep information

We only keep personal information for as long as reasonably necessary for the purpose for which it was collected, including where necessary to meet legal, regulatory or security requirements.

Marketing subscribers

If you subscribe to marketing emails, we keep the information needed to manage your subscription while you remain subscribed.

If you unsubscribe, we may retain limited information on a suppression list so that we can remember your preference and avoid accidentally marketing to you again.

We may periodically review inactive subscribers and remove information we no longer need.

Marketing consent records

We may retain limited records relating to your marketing consent or withdrawal for as long as reasonably necessary to demonstrate and respect your marketing preferences.

Enquiries

Information submitted through enquiries is retained for as long as reasonably necessary to respond to and manage the enquiry and any appropriate follow-up.

Website and analytics information

Retention periods for analytics and cookie information vary depending on the technology involved and the settings applied to those services.

We periodically review the information we hold and aim to delete or anonymise personal information when we no longer have a reason to retain it.

10. Your rights

Depending on the circumstances, UK data protection law may give you the right to:

- ask for access to personal information we hold about you;
- ask us to correct inaccurate or incomplete information;
- ask us to delete information in certain circumstances;
- ask us to restrict how information is used in certain circumstances;
- object to certain uses of your information;
- receive certain information in a portable format; and
- withdraw consent where we rely on consent.

These rights are not absolute and which rights apply can depend on why we are processing the information.

To exercise your rights, contact:

info@rosimayfitness.co.uk

We may need to verify your identity before completing certain requests.

Your right to object to direct marketing

You have the right to object to the use of your personal information for direct marketing at any time.

The easiest way to stop receiving marketing emails is to click the unsubscribe link contained in any marketing email from us.

You can also contact **info@rosimayfitness.co.uk**.

11. Security

We take reasonable technical and organisational measures designed to protect personal information against accidental loss, misuse, unauthorised access, alteration or disclosure.

However, no internet transmission or electronic storage system can be guaranteed to be completely secure.

12. Children

Our Fat Loss Calculator is intended for people aged **18 and over**.

We do not knowingly use personal information collected through the Fat Loss Calculator to market to children.

13. Other websites

Our website may contain links to websites or services operated by other organisations.

We are not responsible for how those third parties use personal information. If you follow a link to another service, you should review that organisation's privacy information where appropriate.

14. Complaints

If you are concerned about how we have used your personal information, please contact us first at:

info@rosimayfitness.co.uk

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

Information about raising a concern is available on the ICO website.

15. Changes to this policy

We may update this Privacy Policy from time to time to reflect changes to our website, technology, suppliers or legal requirements.

When we make changes, we will update the date shown at the top of this page.

16. Contact

If you have questions about this Privacy Policy or how Rosi May Fitness Limited uses personal information collected through the website, contact:

Rosi May Fitness Limited

Email: info@rosimayfitness.co.uk