



Privacy Policy

Last updated 18 May 2020

Introduction

In this Privacy Policy, the terms 'we', 'us' and 'our' refer to Spirit Life Academy and its directors and employees.

We are committed to safeguarding the privacy of our users and customers in accordance with the GDPR.

For more information on your full rights under the GDPR, you can visit the website of the Information Commissioners Office by clicking here: www.ico.org.uk

Our commitment to you

We will never sell or share your personal information to third parties, unless at your request.

We will always take appropriate measures to ensure your data is as secure as reasonably possible.

We will not use your data to contact you about anything other than what you have given us express consent for.

What data we collect

We collect and record your name, email address and phone number when you choose to provide it.

How is my data collected

Your details are collected via an opt-in box on our landing page or pop up box. It is also collected when you make a purchase via our site.

Tracking and analytics data is also collected via the use of cookies and the Facebook Pixel unless you choose not to accept cookies and pressed the button on our landing page to tell us that you do not want these tracking cookies or pixels.

Your Facebook contact information will be stored inside our chatbot, which is securely hosted on the Chatfuel platform. You can see their data protection policy here: <https://chatfuel.com/gdpr/>

What are Cookies

Cookies are small text files that are placed on your machine to help the site provide a better user experience.

Why are they used - generally cookies are used to retain user preferences, store information for things like shopping carts, and provide anonymised tracking data to third party applications like Google Analytics and Facebook Pixels.

How can I disable cookies - as a rule, cookies will make your browsing experience better. However, you may prefer to disable cookies on this site and on others. The most effective way to do this is to disable cookies in your browser. We suggest consulting the Help section of your browser or taking a look at the 'About Cookies' website which offers guidance for all modern browsers - which you find here <http://www.aboutcookies.org>

What is a Facebook Pixel

The Facebook Pixel is a piece of code which is placed on some of our webpages. It tracks the IP addresses of our visitors. Your IP address is a number that's automatically assigned to your computer whenever you are surfing the web. Web servers, the computers that "serve" web pages, automatically identify your computer by its IP address. Facebook Pixel tracks these IP addresses, to help advertisers measure the effectiveness of their ads and it also gives advertisers the option to re-target previous visitors. Re-targeting means that you will be served further adverts based on your initial interest expressed in the product or service offered by us.

We use Facebook pixels in our landing pages and thank you pages so that we can target users who have shown interest in our offers or advertisements with future campaigns. Third parties, including Facebook, may use cookies, web beacons, and other storage technologies to collect or receive specific types of information and use that information to provide targeted ads. No personal information is contained in or collected as a result of using these cookies or pixels. You can opt out of remarketing pixels and technologies by using this link <http://www.networkadvertising.org/choices>.

How long is my data stored

Your details will be stored as long as we are in discussion about your taster session or future purchases, unless you request otherwise. You can contact us at any time via admin@spiritlifeacademy.com to request the permanent deletion of data we hold on you.

Where is my data stored

The data you provide us will be stored within our landing page provider 'ClickFunnels', within our own phone records and a secured spreadsheet.

If you provide us with a name and email address, then this information will be stored with our mail server 'Mail chimp'. If you choose to become a customer of Spirit Life Academy further data will also be stored with our payment processor 'Stripe' and in our CRM, which is encrypted and secure. Your data may also be stored inside of the Chatfuel platform if you interact with us via messenger.

What if I want my data deleted

You can request to be deleted from our mailing list or customer management system at any time by emailing us at admin@spiritlifeacademy.com.