



WalkMore (Trading under Clariqa – Sole Trader)

This Privacy Policy explains how we collect, use, store, and protect personal data in accordance with the UK General Data Protection Regulation (UK GDPR).

Who We Are

WalkMore is operated by Clariqa, a sole trader business offering fitness walking coaching and related services. We are committed to protecting your privacy and complying with all applicable data protection laws.

What Data We Collect

We may collect the following personal information:

- Full name
- Contact details (email address, phone number)
- Emergency contact details
- Attendance records

Why We Collect Your Data

We collect this information for the following purposes:

- To manage and deliver walking fitness sessions and courses
- To ensure participant safety and respond in case of emergencies
- To communicate essential updates or changes to sessions
- To maintain accurate records for bookings and insurance purposes

Legal Basis for Processing

We process your personal data on the following lawful bases:

- **Consent** – for marketing emails or newsletters (only if you opt-in)
- **Contractual necessity** – to deliver services you have booked or paid for
- **Legal obligation** – to comply with insurance or accounting requirements
- **Vital interests** – in emergencies, to protect your safety

Data Sharing

We do not sell, rent, or trade your data. We may share necessary information with:

- Booking and scheduling platforms (e.g. Eventbrite)

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- Insurance providers (in the event of an incident)
- Emergency services (if urgent medical help is required)

Data Storage and Security

We store your data securely using password-protected digital systems. Paper records (if used) are kept in a locked location. Access to data is strictly limited to the business owner.

Data Retention

We retain personal data only as long as necessary:

- Emergency contact forms: Deleted after course or session completion
- Attendance records and consent forms: Retained for 3 years
- Financial records (e.g. invoices, receipts): Retained for 6 years for HMRC compliance

Your Rights

You have the right to:

- Access your data
- Correct any inaccuracies
- Request deletion of data (unless legally required to retain it)
- Withdraw consent for marketing communications
- Lodge a complaint with the Information Commissioner's Office (ICO)

Contact

For any queries about your personal data or to exercise your rights, please contact:
sportwalkfareham@pm.me

Review

This policy will be reviewed annually or as required.

Signed:



Name: Andrew de Bere

Privacy Policy

Position: Founder

Date: 15/08/25