

Privacy Policy for Lianne Herbst Fitness

Effective Date: 05/06/2025

At **Lianne Herbst Fitness**, your privacy is very important to us. This Privacy Policy outlines how we collect, use, store, and protect your personal information when you visit our website, use our services, or make purchases through our site.

1. Who We Are

Our website address is: [www.lianneherbstfitness.com]

We are a South African-based business providing online fitness coaching, personal training, postpartum programs, sports massage therapy, wellness products, and digital resources.

2. What Information We Collect

We may collect the following types of information:

Personal Identification Information:

- Full Name
- Email Address
- Phone Number
- Address (for deliveries)
- Payment information (processed securely via third-party providers like PayFast or Stripe)
- Date of Birth
- Health history or fitness goals (via intake forms)

Device & Usage Data:

- IP address
- Browser type and version

- Referring website
 - Pages you visit and time spent on our site
 - Cookies and tracking information (see Section 6)
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3. How We Use Your Information

We use your information to:

- Provide and deliver services (e.g., coaching, app access, program materials)
 - Process payments and deliver purchased goods
 - Send program updates, reminders, and motivational content
 - Respond to inquiries or support requests
 - Improve user experience and website functionality
 - Send newsletters or promotional emails (only with your consent)
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4. How We Share Your Information

We **do not sell or rent** your personal data to third parties. However, we may share your data with:

- Secure third-party payment processors (e.g., PayFast, Stripe)
- Service providers that help us deliver emails, coaching apps, or digital files
- Law enforcement if legally required

All third-party providers are required to maintain the confidentiality and security of your data.

5. How We Store and Protect Your Data

Your data is stored on secure servers with encryption and firewall protection. Sensitive information (like payment details) is processed through secure channels and not stored on our servers.

We retain your information only as long as necessary for the purposes outlined in this policy or as required by law.

6. Cookies and Tracking Technologies

We use cookies to:

- Understand user behavior on our website
- Save your preferences
- Improve site performance

You can choose to disable cookies in your browser settings, though this may affect functionality.

7. Your Rights and Choices

You have the right to:

- Request access to your data
- Request corrections or deletion
- Withdraw consent for communications
- Lodge a complaint with a privacy authority

To exercise any of the above, email: lianne.herbst.fitness@gmail.com

8. Email Marketing and Communication

We only send emails to users who opt in via our website, challenges, or program sign-ups. You can unsubscribe at any time by clicking the "unsubscribe" link at the bottom of any email.

9. Children's Privacy

Our services are not intended for children under the age of 16. We do not knowingly collect data from children.

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Updates will be posted here with a revised "Effective Date." We recommend checking periodically to stay informed.

11. Contact Us

If you have any questions about this Privacy Policy or the way your data is handled, contact:

Lianne Herbst Fitness

Email: lianne.herbst.fitness@gmail.com

Website: [www.lianneherbstfitness.com]
