

Policy Details

At Vara, we're committed to protecting and respecting your privacy.

This Policy explains when and why we collect personal information about people who visit our website, contact us and use our services. We explain how we use this information, the conditions under which we may disclose it to others and how we keep it secure.

Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

Vara may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from January, 2021. By using our website, you're agreeing to be bound by this Policy.

How do we collect information from you?

We obtain information about you when you use our website, for example, when you contact us about products and services, or if you register your information with our team or via our website.

We also collect details from emails you send us and confidential health forms you complete prior to starting yoga tuition, workshops or retreats with us.

What type of information is collected from you?

We may collect the following information:

- name and job title
- contact information including email address, postal address, phone numbers
- demographic information such as postcode, preferences, other activities and interests, how you heard about Vara
- health information, date-of-birth, marital status, off-spring ages, family medical history, medical treatment/ operations/ medication
- other information relevant to confidential information requests, such as goals of practicing yoga

- IP address, and information regarding what web pages are accessed and when.
- If you make a purchase from our website your bank information is not held by us, it is collected by our third party payment processors, who specialise in the secure online capture and processing of credit/debit card transactions, as explained below.

What we do with the information we gather

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- We may use the information to tailor and improve our products and services.
- To process bookings you may have requested.
- To seek your views or comments on the services we provide.
- Notify you of changes to our services.
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided. These may include the promotion of our associated companies goods and services
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail depending on your preference. We may use the information to customise the website according to your interests.
- We review our retention periods for personal information on a regular basis. We are legally required to hold some types of information to fulfil our statutory obligations (for example your health details and practices tailored for you). We will hold your personal information on our systems for as long as is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with us.

Who has access to your information?

We will not sell or rent your information to third parties. We will not share your information with third parties for marketing purposes.

Third Party Service Providers working on our behalf:

We may pass your information to our third-party service providers, agents subcontractors and other associated organisations for the purposes of completing tasks and providing services to you on our behalf (for example to process payments via Paypal and using Mailchimp for emails). However, when we use third-party service providers, we disclose only the personal information that is necessary to deliver the service and we have an agreement in place that requires them to keep your information secure and not to use it for their own direct marketing purposes. Please be reassured that we will not release your information to third parties beyond the Vara network for them to use for their own direct marketing purposes, unless you have requested us to do so, or we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime.

When you are using our secure online payment methods, your payment is processed by a third-party payment processor, who specialises in the secure online capture and processing of credit/debit card transactions. If you have any questions regarding secure transactions, please contact us.

We may transfer your personal information to a third party as part of a sale of some or all of our business and assets to any third party or as part of any business restructuring or reorganisation, or if we're under a duty to disclose or share your personal data in order to comply with any legal obligation or to enforce or apply our terms of use or to protect the rights, property or safety of our supporters and customers. However, we will take steps with the aim of ensuring that your privacy rights continue to be protected.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

Any sensitive information (such as credit or debit card details) is encrypted and protected through the third-party payment processor. When you are on a secure page, a lock icon will appear on the bottom of web browsers such as Microsoft Internet Explorer.

Non-sensitive details (your email address etc.) are transmitted normally over the Internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your information, we make our best effort to ensure its security on our systems.

Profiling

We may analyse your personal information to create a profile of your interests and preferences so that we can contact you with information relevant to you. We may make use of additional information about you when it is available from external sources to help us do this effectively.

Use of ‘cookies’

Like many other websites, the Vara website uses cookies. ‘Cookies’ are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. For example, we use cookies to store your country preference. This helps us to improve our website and deliver a better more personalised service. It is possible to switch off cookies by setting your browser preferences. Turning cookies off may result in a loss of functionality when using our website.

Links to other websites

Our website may contain links to other websites run by other organisations. This privacy policy applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites even if you access them using links from our website.

In addition, if you link to our website from a third-party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third-party site and recommend that you check the policy of that third-party site.

16 or Under

We are concerned to protect the privacy of children aged 16 or under. If you are aged 16 or under, please get your parent/guardian’s permission beforehand whenever you provide us with personal information.

Your choices

You have a choice about whether or not you wish to receive information from us. If you do not want to receive direct marketing communications from us about our products and services, then you can select your choices by ticking the relevant boxes situated on the form on which we collect your information.

If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at naomi@vara.uk

We will not contact you for marketing purposes by email, phone or text message unless you have given your prior consent. We will not contact you for marketing purposes by post if you have indicated that you do not wish to be contacted.

We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

You can change your marketing preferences at any time by contacting us by email: naomi@vara.uk or telephone 0044 777 1197143

If you choose to be removed from our records we will remove all electronic marketing preferences, all communication methods. We may need to achieve some information so that we can confirm that the relationship existed – and that it has ended – as well as some of its details. We will store confidential records for 8 years after the last point of contact.

How you can update your information

The accuracy of your information is important to us. If you change email address, or any of the other information we hold is inaccurate or out-of-date (including changes in your health/medication), please email us at: by email naomi@vara.uk or telephone 00447771197143

Intellectual property

The copyright of any Vara video recordings is owned by Naomi Watson of Vara. Reproduction, transmission or sharing of the video (in part or full) is strictly prohibited without the prior consent of Vara. When Naomi is teaching corporate classes, the organisation may choose to record the session. The organisation will ask for your consent to record and Naomi Watson gives the corporation permission to distribute the recording to participants of the session.

Review of this Policy

We keep this Policy under regular review. This Policy was last updated in January 2021.

Contacting Us

If there are any questions regarding this privacy policy, you may contact us using the information below.

naomi@vara.uk

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