

FAMILY FIT PRIVACY POLICY

Last Updated: March 2026

This Privacy Policy explains how Primary Steps in PE ("we", "us", "our") collects, uses and protects your information when you use the Family Fit mobile application and website.

1. WHO WE ARE

Family Fit is operated by Primary Steps in PE.

Contact email: owen@primarystepsinpe.com

2. INFORMATION WE COLLECT

We may collect:

- Name
- Email address
- Account login details
- School name if provided
- Communications and feedback
- Purchase and subscription records
- Device information (IP address, device type, OS)
- App usage data such as session duration and features used

3. HOW WE COLLECT DATA

Information is collected when you:

- Create an account
- Purchase or subscribe
- Use the app or website
- Contact support
- Complete surveys or forms

4. HOW WE USE DATA

We use information to:

- Provide and operate the service
- Manage user accounts
- Process payments
- Provide customer support
- Improve our services
- Send service notifications
- Send marketing communications with consent
- Maintain security

5. CHILDREN'S PRIVACY

Family Fit is designed for parents and guardians. Accounts must be created by adults aged 18+. We do not knowingly collect personal data directly from children.

6. THIRD PARTY SERVICES

We may use service providers such as hosting platforms, analytics providers, and payment processors to operate the service.

7. DATA RETENTION

Account data is retained while accounts are active. Transaction records may be retained for up to 6 years for legal and tax requirements.

8. YOUR RIGHTS

You have the right to access, correct, delete or restrict the processing of your personal data under UK GDPR.

9. ACCOUNT DELETION

Users may request account deletion at any time by contacting owen@primarystepsinpe.com.

10. CONTACT

Primary Steps in PE

Email: owen@primarystepsinpe.com