

Privacy Policy – Purna Yoga Helsinki

1. Information We Collect

We collect and store the following personal data provided by our customers in order to deliver our services:

- Name, address, email address, and phone number
- Purchase history, receipt details, and attendance records
- Booking and class preferences

2. How We Use Your Data

We use your personal data to:

- Process class bookings and reservations
- Send important service-related updates (e.g. class schedule changes or cancellations)
- Provide customer service and support
- Send promotional offers and newsletters (only if you have opted in)

3. Legal Basis for Processing

We process personal data based on the following legal grounds under the General Data Protection Regulation (GDPR):

- **Contractual necessity:** to manage class bookings, memberships, and services
- **Legitimate interest:** to operate, improve, and develop our services and customer experience
- **Consent:** for marketing communications, which you may opt in to or withdraw at any time

4. Data Retention

- Inactive customer accounts are automatically deleted after **24 months**.
- You may request deletion of your personal data at any time by contacting us at **info@purnayoga.fi**.

5. Your GDPR Rights

You have the right to:

- Access your personal data
- Correct or update inaccurate or incomplete information
- Request deletion of your personal data (“right to be forgotten”)

- Object to or restrict certain types of data processing
- Receive a copy of your personal data in a structured, commonly used, and machine-readable format

To exercise these rights, please contact us at info@purnayoga.fi.

6. Data Transfers & Security

We use trusted third-party service providers to deliver our booking, payment, communication, and customer management services. These service providers process personal data on our behalf and only in accordance with our instructions and applicable data protection laws.

Personal data may be stored and processed within the European Union or, in some cases, outside the EU/EEA. Where personal data is transferred outside the EU/EEA, we ensure that appropriate safeguards are in place in accordance with the GDPR, such as the use of Standard Contractual Clauses (SCCs) or other approved transfer mechanisms.

We implement appropriate technical and organisational measures to protect personal data against unauthorised access, loss, misuse, or alteration.

7. Data Breach Notification

In the event of a personal data breach that may pose a risk to your rights or freedoms, affected users will be notified in accordance with applicable data protection laws.

8. Cookies & Tracking

We use cookies and analytics tools to enhance website functionality and user experience. You may manage or disable cookies through your browser settings.