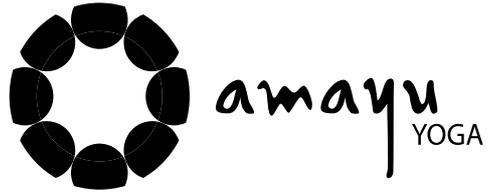


# Amayu Yoga Privacy Notice



## Vision and values

At Amayu we are committed to maintaining the trust and confidence of our visitors to our website and subscribers to our newsletter. Here you'll find information on how we treat data that we collect from visitors to our website, or when someone subscribes to our newsletter.

Please read this Privacy Policy before using the site or submitting any personal information. By using the site, you are accepting the practices described in this policy.

## Visitors to our website

When someone visits [amayuyoga.com](http://amayuyoga.com) we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website. You can find more information on how cookies are used on this website in the Cookies Policy below.

If we do want to collect personally identifiable information through our website, we will be up front about this. We will make it clear when we collect personal information and will explain what we intend to do with it.

## Newsletter sign up

As part of the sign up process to our mailing list, we collect personal information. We use that information for a couple of reasons: to tell you about stuff you've asked us to tell you about; to contact you if we need to obtain or provide additional information; to check our records are right and to check every now and then that you're happy and satisfied. We don't sell, rent or trade email lists with other organisations and businesses.

We use a third party provider, MailChimp, to deliver our emails and newsletters. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our email campaigns. For more information, please see [MailChimp's privacy policy](#).

You can unsubscribe from our mailing list at any time of the day or night by clicking the unsubscribe link at the bottom of any of our emails, or by contacting our data protection officer.

## **Links to other websites**

This privacy notice does not cover the links within this site linking to other websites. Those sites are not governed by this Privacy Policy, and if you have questions about how a site uses your information, you'll need to check that site's privacy statement.

## **Collection of information**

We collect personally identifiable information, like names, email addresses, etc., when voluntarily submitted by our visitors. The information you provide is used to fulfil your specific request. This information is only used to fulfil your specific request, unless you give us permission to use it in another manner, for example to add you to our mailing list.

## **Distribution of information**

We may share information with governmental agencies or other companies assisting us in fraud prevention or investigation. We may do so when: (1) permitted or required by law; or, (2) trying to protect against or prevent actual or potential fraud or unauthorised transactions; or, (3) investigating fraud which has already taken place. The information is not provided to these companies for marketing purposes.

## **Access to your personal information**

You are entitled to access the personal information that we hold about you and request that we correct or delete this information. Please email your request to our data protection officer.

## **Changes to this privacy policy**

We keep our Privacy Policy under regular review. This Privacy Policy was last updated on 15 October 2018.

## **Cookies Policy**

We use a system of classifying the different types of cookies which we use on the website, or which may be used by third parties through our website. The classification was developed by the International Chamber of Commerce UK and explains more about which cookies we use, why we use them, and the functionality you will lose if you decide you don't want to have them on your device.

### **What is a cookie?**

Cookies are text files containing small amounts of information which are downloaded to your personal computer, mobile or other device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognises that cookie. Cookies are useful because they allow a website to recognise a user's device.

The reason we use cookies at Amayu is because we want to understand how people use our website so we can make it better.

## How long are cookies stored for?

**Persistent cookies** – these cookies remain on a user’s device for the period of time specified in the cookie. They are activated each time that the user visits the website that created that particular cookie.

**Session cookies** – these cookies allow website operators to link the actions of a user during a browser session. A browser session starts when a user opens the browser window and finishes when they close the browser window. Session cookies are created temporarily. Once you close the browser, all session cookies are deleted.

Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improving the user experience.

You can find more information about cookies at [www.allaboutcookies.org](http://www.allaboutcookies.org) and [www.youronlinechoices.eu](http://www.youronlinechoices.eu).

## Cookies used on this website

A list of all the cookies used on this website by category is set out below.

### Strictly necessary cookies

These cookies enable services you have specifically asked for. These cookies are essential in order to enable you to move around the website and use its features, such as accessing secure areas of the website.

### Performance cookies

These cookies collect anonymous information on the pages visited. By using this website, you agree that we can place these types of cookies on your device.

These cookies collect information about how visitors use the website, for instance which pages visitors go to most often, and if they get error messages from web pages. These cookies don’t collect information that identifies a visitor. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how the website works.

### Functionality cookies

These cookies remember choices you make to improve your experience. By using this website, you agree that we can place these types of cookies on your device.

These cookies allow the website to remember choices you make (such as your user name, language or the region you are in) and provide enhanced, more personal features. These cookies can also be used to remember changes you have made to text size, fonts and other parts of web pages that you can customise. They may also be used to provide services you have asked for such as watching a video or commenting on a blog. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.

### **Third party cookies**

These cookies allow third parties to track the success of their application or customise the application for you. Because of how cookies work we cannot access these cookies, nor can the third parties access the data in cookies used on our site.

For example, if you choose to 'share' content through Twitter or other social networks you might be sent cookies from these websites. We don't control the setting of these cookies, so please check those websites for more information about their cookies and how to manage them.

### **Using this website without cookies**

If you would rather use our website, or any other site, without any cookies being saved, please switch to a private or incognito browser window.

A handwritten signature in black ink, appearing to be 'S. John' or similar, written in a cursive style.

Signed:

Date: 19<sup>th</sup> August 2019

Insert Job Title: Amāyu Co-founder

On behalf of Amayu Cooperative

Review Date: 19<sup>th</sup> August 2020

We gratefully acknowledge and appreciate drawing on the work of [Stillpoint Yoga London](#).