

OLAÌ PRIVACY NOTICE

Last updated: **26 August 2026**

1. Who we are

This Privacy Notice explains how Olai, the trading name of Francesca Olaye-Calcano, collects, uses, stores and protects personal information.

For the purposes of UK data protection law, Francesca Olaye-Calcano is the data controller for the personal information processed by Olai.

Contact details:

Olai

Francesca Olaye-Calcano

Email: francescaolayefit@gmail.com

Telephone: 07376 546429

If you have any questions about how we use your personal information, or wish to exercise your data protection rights, please contact us using the details above.

2. What personal information do we collect?

Depending on the service you use and how you interact with Olai, we may collect:

Personal and contact information

- Name
- Email address
- Telephone number
- Other contact details you provide

Training and coaching information

- Age or date of birth where collected
- Fitness goals
- Training history
- Current activity levels
- Exercise preferences
- Training availability
- Progress and performance information
- Information you provide about your lifestyle, recovery and nutrition

Health information

We may collect information relating to your health where it is relevant to providing personal training or Pilates services safely. This may include:

- Injuries
- Medical conditions
- Physical limitations

- Allergies
- Relevant medication
- Pregnancy-related information where voluntarily disclosed
- Other information you provide through health screening that may affect your ability to exercise safely

Health information is special category data under UK data protection law and receives additional protection.

Payment and transaction information

- Records of payments
- Purchase or service history
- Information necessary for accounting and financial administration

Photographs and video

Where appropriate, we may record photographs or videos for:

- Exercise technique analysis
- Training feedback
- Progress tracking

We may also use identifiable photographs or videos for Olai marketing, social media or promotional purposes only where the relevant consent has been provided.

Communications

We may retain relevant communications between you and Olai, including emails, WhatsApp messages and other correspondence relating to your enquiry, booking, coaching, complaint or service.

3. Why do we use your personal information?

We use personal information to:

- Provide personal training, Pilates and online coaching services
- Understand your goals and training history
- Assess whether training is appropriate and identify relevant limitations
- Design and adapt personalised training programmes
- Deliver and administer sessions
- Track training and progress
- Communicate with you about your sessions and coaching
- Manage bookings and payments
- Provide relevant service updates
- Respond to enquiries and complaints
- Maintain appropriate business and financial records
- Meet legal and regulatory obligations
- Protect the health and safety of clients

- Deal with disputes or potential claims
- Use approved photographs or videos for marketing where you have provided the relevant consent

We aim to collect only information that is reasonably necessary for these purposes. This is particularly important when processing health information.

4. Our lawful bases for using personal information

Under UK data protection law, we must have a lawful basis for collecting and using personal information.

Providing our services

Where necessary to enter into or perform our agreement with you, we rely on:

Contract

This includes using your information to arrange and provide sessions, create appropriate programmes, communicate with you about your service and administer your client relationship.

We may also rely on:

Legitimate interests

Where processing is reasonably necessary for the operation and management of Olai and does not unfairly override your rights and interests.

Our legitimate interests include providing an appropriate personalised coaching service, managing client relationships, maintaining appropriate records, improving the administration of our services and protecting our business and clients.

5. Health information

Health information is special category data and requires an additional condition for processing under Article 9 of the UK GDPR, as well as an Article 6 lawful basis.

Where we process health information that you provide through health screening or onboarding for the purpose of providing personal training or Pilates services safely, our Article 6 lawful basis is generally performance of a contract.

Where explicit consent is used as the Article 9 condition for processing your health information, we will obtain that consent separately and explicitly as part of our health screening/onboarding process.

You may withdraw your explicit consent at any time. However, if the health information is necessary for us to assess whether training can safely be provided, withdrawing consent may mean that we are unable to provide or continue certain services.

We will only collect and use health information that is reasonably necessary for the relevant coaching or safety purpose.

6. Service communications and marketing

We may use your contact details to communicate with you about services you have requested or are currently receiving.

This may include:

- Booking confirmations
- Session changes
- Coaching updates
- Information relating to your existing service
- Administrative communications

We may also send marketing communications where permitted by applicable law.

Where consent is required for electronic direct marketing, we will obtain and record the appropriate consent. You can withdraw marketing consent or object to direct marketing at any time.

Marketing preferences will be kept separate from your agreement to receive personal training or Pilates services.

7. Photographs and video

We may use photographs or video recordings for private coaching purposes, such as exercise technique analysis and progress tracking, where appropriate.

If we wish to use an identifiable photograph or video of you publicly for:

- Instagram
- TikTok
- Website content
- Promotional material
- Other Olai marketing

we will ask for your separate consent.

You are not required to consent to marketing use of your image in order to receive coaching services.

You may withdraw marketing consent at any time by contacting us.

8. Where we obtain personal information

We generally collect personal information directly from you.

This may be through:

- Enquiry forms
- Client agreements
- Health screening forms

- Onboarding questionnaires
- Trainerize
- Email
- WhatsApp
- Conversations with you
- Payment or booking processes

We do not routinely obtain client information from third-party data brokers or marketing lists.

9. Who we share your information with

We may share personal information with trusted service providers who process information on our behalf where this is necessary to provide Olai's services.

Trainerize

Trainerize is used as a client management and coaching platform.

It may process information to help us:

- Manage client profiles
- Deliver personalised programmes
- Record training information
- Track progress
- Communicate with clients
- Manage coaching services

Olai uses Trainerize as a client management and coaching platform. Trainerize processes personal information on our behalf to provide hosting, infrastructure, technical support, security and coaching-platform services.

Depending on the features we use and the information you provide, this may include your name, contact details, workout plans, exercise records, training progress, fitness and wellness information, messages, photographs or videos and other information necessary to provide the coaching service.

Olai remains responsible for determining how your personal information is used for the provision of our services. Trainerize processes client information on our behalf and in accordance with its contractual arrangements with Olai.

[Trainerize Privacy Policy](#)

Netlify

Where Netlify Forms is used for Olai enquiry forms, Netlify may process information submitted through those forms for the purpose of hosting the website, receiving form submissions and providing related technical infrastructure.

The information processed may include your name, email address, telephone number, location, coaching preferences, goals and any other information you choose to provide through the enquiry form.

Olaì remains the data controller for information submitted through the form, while Netlify processes information in connection with providing its hosting and form services.

Other organisations

We may also share information:

- Where we are legally required to do so
- With relevant regulatory authorities where required
- With emergency services where necessary to protect someone's health or safety
- Where necessary to establish, exercise or defend legal claims
- Where you have specifically authorised us to do so

We do not sell your personal information.

10. International transfers

Some of the third-party services used by Olaì may process personal information outside the UK.

For example, Trainerize states that personal information processed through its services may be processed in the United States, Canada and France.

Where personal information originating in the UK is transferred internationally, appropriate safeguards are used in accordance with applicable UK data protection law. Trainerize states that these safeguards may include:

an intragroup transfer agreement between relevant ABC entities;
Standard Contractual Clauses with service providers and vendors; and
adequacy decisions where available.

If you would like further information about the safeguards applicable to an international transfer, or a copy of relevant transfer safeguards where applicable, you can contact Olaì using the contact details in this Privacy Notice.

11. How long do we keep your information?

We keep personal information only for as long as it is reasonably necessary for the purposes for which it was collected, taking into account our legal, contractual, accounting, health and safety and business requirements.

Our standard retention periods are:

Client agreements: 6 years after the client relationship ends.

Payment and financial records: at least 5 years after the relevant tax return deadline, or longer where required by law.

Health screening and PAR-Q+ information: for the duration of the client relationship and normally for a further 2 years.

Training, programme and progress records: for the duration of the client relationship and normally for a further 2 years.

Client communications: normally for the duration of the client relationship and a further 2 years.

Enquiries that do not result in a client relationship: normally 12 months after the last meaningful contact.

Marketing preferences and consent records: for as long as reasonably necessary to manage your preferences and demonstrate compliance.

Marketing photographs and videos: until consent is withdrawn or the content is no longer required, subject to applicable legal requirements.

Complaints, claims and relevant incident records: normally 6 years after the matter has been closed.

We may retain information for longer where this is necessary to comply with a legal obligation or to establish, exercise or defend a legal claim or other legal matter.

At the end of the applicable retention period, information will be securely deleted or anonymised where appropriate.

We review our retention periods periodically and may delete information earlier where it is no longer reasonably necessary for the purpose for which it was collected.

12. How we protect your information

We take reasonable technical and organisational measures to protect personal information against:

- Unauthorised access
- Loss
- Misuse
- Alteration
- Unauthorised disclosure

Access to client information is limited to what is reasonably necessary to provide and administer our services.

We take particular care with health information because it is special category data and requires additional protection.

Where we use third-party platforms, we take reasonable steps to ensure that appropriate data protection and security arrangements are in place.

13. Your data protection rights

Depending on the circumstances and applicable exemptions, you may have rights under UK data protection law including:

Right of access

You can ask for copies of your personal information.

Right to rectification

You can ask us to correct inaccurate or incomplete information.

Right to erasure

You can ask us to delete your personal information in certain circumstances.

Right to restriction

You can ask us to restrict how we use your information in certain circumstances.

Right to object

You can object to certain types of processing, including direct marketing.
Your right to object will be brought to your attention separately where required.

Right to data portability

In certain circumstances, you can ask us to provide personal information you have provided to us in a structured, commonly used and machine-readable format or transfer it to another organisation.

Right to withdraw consent

Where we rely on your consent, you can withdraw it at any time.

These rights are not absolute and certain exemptions may apply. The applicable rights depend on the circumstances and the lawful basis we rely on.

To exercise your rights, contact:

Email: francescaolayefit@gmail.com

We will normally respond to a valid data protection request without undue delay and, in any event, within one month, subject to applicable law.

14. How to complain

If you have concerns about how Olai has collected or used your personal information, please contact us first:

Email: francescaolayefit@gmail.com

Telephone: 07376 546429

We will consider your complaint and aim to resolve it fairly.

You also have the right to complain to the Information Commissioner's Office (ICO) if you are unhappy with how we have handled your personal information.

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Telephone: 0303 123 1113

[ICO complaints page](#)

15. Changes to this Privacy Notice

We may update this Privacy Notice from time to time to reflect changes to our services, technology, legal requirements or the way we process personal information.

The latest version will be made available to clients and will include the date it was last updated.

Last updated: 26 August 2026