JMFitness Retreat — Privacy Policy

Crete, Greece | Updated 9 November 2026

1. Introduction

This Privacy Policy explains how JMFitness Retreat collects, uses, stores and shares personal information when you visit our website, enquire, book or attend a retreat. We aim to process personal information lawfully, fairly and securely under applicable UK data protection law.

2. Who We Are

JMFitness Retreat is operated by Jordan Morgan as a sole trader. “We”, “us” and “our” refer to Jordan Morgan trading as JMFitness Retreat. Privacy enquiries: jordan@jmfitt.co.uk. Separate business identity and address disclosures may be legally required on the website.

3. Information We Collect

We collect names, email addresses, booking information, adult age confirmation or date of birth where needed, and emergency contact names and phone numbers. Our health and safety questionnaires may collect information about medical conditions, symptoms affecting exercise, relevant medication, allergies, dietary requirements, pregnancy-related and mental health considerations relevant to participation, mobility, injuries, pain, medical devices, and emergency first-aid preferences. We seek only information reasonably necessary for safe participation. Wix and enabled website features may also process device, browser and cookie information.

4. How We Use Information

We use information to answer enquiries; arrange bookings, payments, accommodation and activities; communicate with participants; manage dietary needs and participant safety; respond to emergencies; meet legal obligations; and manage complaints or disputes. We use contact information for marketing only where permitted by applicable law. Health and fitness information also helps us consider appropriate adjustments to activities where safe and practicable.

5. Lawful Bases

We use Article 6(1)(b) UK GDPR (performance of a contract) where personal information is necessary to arrange and provide the booked retreat, including necessary safety assessments. We use Article 6(1)(c) where processing is required by law, including applicable financial record-keeping. Where applicable, we may use Article 6(1)(f) legitimate interests for proportionate administration, service security and handling enquiries, after balancing relevant rights and interests. We use consent where required for optional electronic marketing and non-essential cookies. Health information is special-category data. Where valid and appropriate, we rely on Article 9(2)(a) explicit consent in addition to a relevant Article 6 lawful basis, and request this separately in the health questionnaire. We assess whether consent is freely given in the context of mandatory screening and whether a different Article 9 condition is required; this statement does not remove any rights under applicable law.

6. Health Information

We request relevant health information to identify exercise and activity risks, make safe and practicable adjustments, organise allergy and dietary arrangements and plan for emergencies. This may include medical conditions, exercise-related symptoms, relevant medications, allergies, diet, pregnancy-related or mental health considerations affecting participation, mobility, injuries and medical devices. A disclosed condition does not automatically prevent attendance. Where we rely on explicit consent for processing health information, we obtain a separate affirmative statement in the questionnaire. You may withdraw that consent by contacting us. Withdrawal does not affect processing already carried out lawfully, but if we cannot process information necessary for your safety, we may be unable to provide the retreat or allow continued participation.

7. Google Forms Questionnaires

Before booking and payment, we explain that a health and safety questionnaire is required for safe participation. After booking, each participant receives a Google Form to provide relevant health and safety information; we may request updates before arrival if information changes or further confirmation is necessary. The form includes a privacy explanation and a separate affirmative explicit-consent statement where this is the special-category condition relied upon. Consent to data processing is distinct from any first-aid or emergency-treatment declaration. We use Google Forms through a JMFitness Google Workspace business account, with responses held in restricted-access Google Workspace storage. Google processes information under the applicable service terms and data-processing arrangements. If essential screening information is not provided, we may be unable to assess or permit safe participation; booking and cancellation rights remain subject to the guest agreement and applicable law.

7A. Mandatory Health Questionnaire and Activity Modifications

We use questionnaire answers to assess individual safety needs, plan appropriate activity adjustments and prepare for emergencies. We ask about mobility, injuries and pain so activities can be modified where reasonably possible and safe. A health condition or injury does not automatically exclude someone. Without the necessary completed questionnaires, we cannot assess participation safely and attendance is not permitted. Booking and cancellation consequences are governed by our booking terms and applicable consumer law.

8. Who Can Access Health Details

Medical, injury and other health questionnaire details will generally be accessed only by Jordan Morgan and authorised members of the UK-based team who need the information for their roles. The team travels with the retreat. Only relevant allergy or dietary details will be shared with accommodation, catering or activity providers in Crete where reasonably necessary for safety. Full medical histories and injury information will not routinely be shared with those providers. Relevant details may be disclosed to healthcare professionals, emergency services or others when needed in an emergency or required by law. Where reasonably possible and safe, we aim to adapt activities for participants with injuries, medical conditions or fitness limitations rather than automatically exclude them.

9. Other Recipients

Information may be shared with service providers involved in website hosting, bookings, payments, communications, form hosting and IT support, and with professional advisers, insurers or authorities where appropriate. We do not sell personal information. Access and disclosures will be limited to what is necessary.

10. International Transfers

Our retreat takes place in Crete, Greece. Relevant allergy or dietary information may be shared with appropriate local providers for participant safety. Greece is within the European Economic Area, which is covered by UK adequacy arrangements for relevant transfers. Our website, payments and form providers, including Wix and Google, may process information in other countries. Where an international transfer requires safeguards, we will use an applicable adequacy arrangement or other lawful transfer mechanism.

11. Bookings and Payments

Bookings and payments take place through our Wix website using Wix Payments. We may receive transaction details such as amounts, dates, booking references and payment status. We do not intend to collect or store complete payment-card details ourselves. Wix and its payment partners process payment information under their applicable terms and privacy notices.

12. Cookies

Our Wix website uses cookies and similar technologies required for website operation, security and checkout. Other cookies may be used by enabled Wix features or embedded services. Where consent is required for non-essential cookies, we will request it through the website's cookie controls. Further information is provided through the website's cookie settings or notice.

13. Marketing

Email marketing is optional and separate from booking. We send marketing only where permitted by applicable law, including with consent where required. Marketing sign-up is not a condition of attending the retreat. You may unsubscribe using the link in marketing messages or by emailing us.

14. Retention

We retain personal information only for as long as needed for its purpose or applicable legal requirements. We aim to delete health questionnaire information within two weeks after the retreat ends, unless specific records must be kept longer for a legal obligation or to establish, exercise or defend a legal claim. This includes questionnaire responses, linked spreadsheets, exports, downloads and team-held copies under our control. Booking, accounting, incident and other business records may be kept for different periods where necessary.

15. Security

We use organisational and technical measures designed to protect personal information, including a business-managed Google Workspace account, restricted access to questionnaire responses and linked spreadsheets, two-step verification, secure account credentials and access limited to authorised team members. We manage downloads and copies carefully and assess personal-data incidents in accordance with applicable law. No method of storage or transmission is completely risk-free.

16. Your Rights

Subject to applicable conditions and exemptions, you may have rights to access, correct, erase, restrict or transfer your data, object to certain processing and withdraw consent where relied on. To exercise your rights, email jordan@jmfitt.co.uk. You can complain to the UK Information Commissioner's Office (ICO) at ico.org.uk.

17. Third-Party Services

Our website and communications may use or link to third-party services, including Wix, Wix Payments and Google Forms and Google Workspace. These organisations may have their own privacy notices and obligations. Please review the relevant third-party notices.

18. Age Restriction for This Retreat

This specific JMFitness Retreat is exclusively for adults aged 18 and over. Anyone under 18 is not permitted to attend this retreat. Any different age requirements for other events or services will be communicated separately, where applicable.

19. Policy Updates

We may update this policy to reflect changes in our services, processing activities or applicable law. The latest version will be published on our website with a revised date, and additional notice will be provided where required.

20. Contact

Jordan Morgan, trading as JMFitness Retreat. Email: jordan@jmfitt.co.uk. Please avoid including detailed medical information in an initial ordinary email unless a secure method has been arranged.