

Privacy Policy

Élan Method by Masha

Last updated: 28 September 2026

Élan Method by Masha (“Élan”, “we”, “us” or “our”) respects your privacy. This policy explains how we collect, use, store and share personal information when you visit our website, contact us, join our mailing list, purchase a product, or take part in our online or in-person offerings.

Who we are

Élan Method by Masha offers Pilates and ballet-inspired movement content, classes, programs, events and personal coaching.

Information we collect

Depending on how you interact with Élan, we may collect:

- Your name, email address, phone number and billing details.
- Information you provide when you make an enquiry, book a class or session, create an account, purchase a product, or join our mailing list.
- Information you choose to share about your movement goals, injuries, health conditions or other needs relevant to participating safely in a class or coaching session.
- Your messages, feedback and preferences.
- Website usage information, such as your device, browser, pages visited and interactions with our site, collected through cookies or similar technologies.

If you provide health information, we use it to understand your needs and adapt or discuss your participation where appropriate. Please share only information relevant to the service you are seeking.

How we use your information

We use personal information to:

- Respond to enquiries and communicate with you.
- Arrange and deliver classes, coaching, events, programs and digital products.
- Manage bookings, accounts, purchases and customer support.
- Send service information, such as booking confirmations and changes to a class or program.
- Send news, offers and updates where you have subscribed or where otherwise permitted by law. You can unsubscribe using the link in a marketing email or by contacting us.
- Understand how our website and offerings are used and improve them.
- Protect our website and business, maintain records, and meet legal obligations.

We do not use information you give us about an injury or health condition to target you with marketing.

When we share information

We may share information with providers who help us run Élan, such as website hosting, booking, video hosting, email, analytics and payment providers. They receive information needed to provide their services. We may also share information where required by law, to protect someone's safety, or with your consent.

Payments may be processed by a third-party payment provider. Its handling of payment information is governed by its own privacy practices.

Some providers may store or access information outside Australia.

Cookies and website analytics

Our website may use cookies and similar technologies to make the site work, remember preferences, understand visits and measure the effectiveness of our content. You can manage cookies through your browser settings and any cookie controls available on our website. Blocking some cookies may affect how the site works.

[If you use advertising pixels or personalised advertising, add the tools here and explain how visitors can manage their choices.]

How we protect and keep information

We take reasonable steps to protect personal information from loss, misuse and unauthorised access, including limiting access to people and providers who need it for their work. No method of online storage or transmission is completely secure.

We keep information for as long as needed to provide our services, maintain appropriate records and meet legal requirements. When it is no longer needed, we take reasonable steps to delete or de-identify it.

Access, correction and complaints

You can contact us at hello@elanmethodbymasha.com to request access to the personal information we hold about you, ask us to correct it, or raise a privacy concern. We may need to verify your identity before responding.

If you make a complaint, please describe what happened and how you would like us to help. We will review it and respond within a reasonable time. If you are dissatisfied with our response, you may be able to complain to the Office of the Australian Information Commissioner at oaic.gov.au.

Links to other websites

Our website may link to third-party websites or platforms. Their privacy practices are governed by their own policies.

Changes to this policy

We may update this policy as Élan grows or our practices change. The current version will be available on our website with its last-updated date.

Contact

Élan Method by Masha
hello@elanmethodbymasha.com