



AM Sports Academy LTD
1A Strathearn Road
Wimbledon
London, SW19 7LH

Privacy

The purpose of this Privacy Notice is to tell you what information AM Sports Academy Ltd (AMSA) collects from you, how and when it may be collected and what happens to it. For the purpose of this Privacy Policy, “we” and “us” refer to AM Sports Academy Ltd or AMSA.

Personal Information is any personally identifiable information, such as your email address, name, home or work address, telephone number or bank details, which can directly or indirectly identify you or your children. We refer to it as “Personal Information” here.

1. What information might we collect about you?

When you interact with us through telephone, email, text or post we may ask you for the following information:

- personal and contact details (for example your name, email address, date of birth, gender and your choice of language with which you wish to interact with us);
- personal and contact details you give us when subscribing to receive emails, newsletters or marketing information from us;
- Name, date of birth, year group, school, medical conditions and photographic consent of your children.
- information we collect via cookies or similar technology stored on your device
- information from social media activity (such as likes, shares and tweets) when you interact with us on social media;
- information you provide if you report a problem with our website or service;
- additional information which you provide voluntarily and/or which we may ask from you to better understand you and your requirements.

We may also collect sensitive Personal Information about you or your children (including details of your physical or mental health, racial or ethnic origin, criminal allegations or offences, trade union membership and/or other sensitive Personal Information that you may choose to provide to us voluntarily from time to time.

2. How, when and why do we collect your Personal Information?

How and when do we collect your Personal Information?

We may collect your and/or your children's Personal Information when you apply for a role through us (or otherwise contact us from time to time) by:

- responding to an advert on a website;
- by directly contacting our business;
- by filling in an enquiry or booking form;
- when you speak to one of our staff by telephone; or
- another agency or organisation passes your details to us.

Why do we collect your Personal Information?

We collect and use your and/or your children's Personal Information because it is necessary to obtain certain details including Personal Information from you and on behalf of your children in the enquiry and booking processes and it is in our legitimate interests in the course of operating our business, including:

- responding to your queries;
- providing services and/or information to you;
- transmitting Personal Information between our offices or functions for internal administrative purposes;
- hosting and maintaining our websites;
- ensuring network and information security; and/or
- carrying out direct marketing.

However we will only collect, use and handle your and/or your children's Personal Information when:

- it is necessary for our legitimate interests in connection with carrying out our business, as long as, in each case, these interests are in line with applicable law and your legal rights;
- and/or where you have agreed;
- and/or where this is necessary for legal obligations which apply to us.

3. How we use the Personal Information that you provide to us

We undertake the following processing of your and/or your children's Personal Information on the legal basis that it is necessary to perform the contract with you and to provide the services we have agreed to provide to you. Where we have not entered into a contract with you, we may also carry out this processing because in that pre-

contractual stage where we consider it is necessary in our legitimate business interests in order to deal with requests, enquiries or comments you have made to us.

If you choose not to provide Personal Information requested by us, we may not be able to provide you with the services and/or information you have requested or otherwise fulfil the purpose(s) for which we have asked for the Personal Information. We will where possible anonymize or aggregate such data for reporting purposes. We undertake the following processing of your and/or your children's Personal Information with your consent.

Marketing – where legally permitted to do so where you have provided us with your contact details and have given consent to be contacted for marketing purposes, we may contact you by telephone, email, text or post for marketing purposes relating to our services, our website, and/or to research opinion on proposed business developments.

Managing your Marketing Preferences – Your agreement to the use of your Personal Information for marketing purposes is optional. You can opt in to receive information about AMSA services via the registration form when making a booking and can update this at any time by logging into your profile
<https://campsself.active.com/AMSportsAcademy>

Marketing Opt-Out – you are entitled to opt-out from receipt of marketing communication at any time and free of charge by replying with unsubscribe in the subject line to info@amsportsacademy.co.uk

4. How and when do we share information with third parties?

Some services that we provide require the involvement of third parties. We have carefully selected these third parties and taken steps to ensure that your and/or your children's Personal Information is adequately protected. The third parties may include suppliers of IT and secure payment services.

Where we employ third party companies or individuals to process Personal Information provided by us on our behalf for business functions, including (without limitation) IT support, hosting our data on cloud platforms, legal, accounting, audit, consulting and other professional service providers, and providers of other services related to our business.

Portions of our services may be provided by organisations with which we have a contractual relationship, including subcontractors, and, accordingly, your and/or your children's Personal Information may be disclosed to them. We only provide these organisations with the information that they need to be able to perform their services. We will have in place an agreement with our service providers which will restrict how they are able to process your and/or your children's Personal Information.

International Transfers of your Personal Information

We may share your and/or your children's Personal Information with our third party service providers based in the European Economic Area ("EEA") who we engage to help us to process the information that we collect from you as part of our business function, and/or to host and maintain our IT systems, content or services, on our

behalf and in accordance with this Privacy Policy. We will let you know in advance if we need to transfer your Personal Information to any third-party service providers located outside of the EEA and we will only transfer your Personal Information outside of the EEA:

- where the transfer is to a place that is regarded by the European Commission as providing adequate protection for your and/or your children's Personal Information; or
- where we have put in place appropriate safeguards, for example by using a contract for the transfer which contains specific data protection provisions that have been adopted by the European Commission or a relevant data protection authority; or
- where you have consented to it, or there is another legal basis to allow us to make the transfer.

Sharing with other third parties

We may also provide your information to other third parties such as regulators and law enforcement agencies, where we are required by law to do so, where necessary for the purposes of preventing and detecting fraud, other criminal offences and/or to ensure network and information security.

5. How long do we store Personal Information for?

It is our policy to retain your and/or your children's Personal Information for the length of time required for the specific purpose or purposes for which it was collected, which are set out in this Privacy Policy. However, on occasion we may be obliged to store some data for a longer time, for example, where a longer time period is required by applicable laws. In this case, we will ensure that your and/or your children's Personal Data will continue to be treated in accordance with this Privacy Policy.

6. Security and Confidentiality

We employ appropriate security measures to help protect your and/or your children's Personal Information and guard against access by unauthorised persons. Information storage is on secure computers in a secure environment, or in secure, locked storage in the case of hard copy information. The information is encrypted wherever possible and we undergo periodic reviews of our security policies and procedures to ensure that our systems is secure and protected. However the transmission of information via the Internet is not completely secure so we cannot guarantee the security of your and/or your children's information when it is transmitted to our website or from third party websites.

We acknowledge that the information you provide may be confidential. We do not sell, rent, distribute or otherwise make Personal Information commercially available to any third party, but we may share information with our service providers for the purposes set out in this Privacy Policy. We will keep your information confidential and protect it in accordance with our Privacy Policy and all applicable laws.

7. Your rights

It is important to us that you are in control of your own information. As a result, we offer the following controls:

1. You may request access to or copies of the Personal Information that we hold about you. If you would like to exercise this right, please contact us at info@amsportsacademy.co.uk or the address below.
2. If you believe that any information we have about you or your children is incorrect or incomplete, please contact us info@amsportsacademy.co.uk as soon as possible. We will take steps to seek to correct or update any information if we are satisfied that the information we hold is inaccurate. You may request that we restrict our processing;
3. You may request that your and/or your children's Personal Information be deleted, where it is no longer necessary for the purposes for which it is being processed and provided there is no other lawful basis for which we may continue to process such information;
4. To the extent we are processing your and/or your children's Personal Information to meet our legitimate interests (as set out above), you may object to the processing of your and/or your children's Personal Information by us. If we are unable to demonstrate our legitimate grounds for that processing, we will no longer process your and/or your children's Personal Information for those purposes;
5. You may object to our processing as set out above;
6. You may withdraw any consent given to processing; or
7. Where we are processing your and/or your children's Personal Information automatically for the purposes of performing our contract with you, you may have the right to request that the Personal Information we hold about you be transferred to a third party data controller;
8. Where we may undertake automated decision-making we will request your explicit consent if the decision-making is not authorised by law or necessity for the performance of a contract.

You may also request that we restrict the processing of your and/or your children's data to that to which you have consented or for the establishment, exercise or defence of legal claims or the protection of the rights of another person, whilst we verify your data as set out in point 2 above; pending verification of our legitimate grounds as set out in point 4 above; or if the processing is unlawful or no longer necessary, but you wish us to retain your and/or your children's data for the purposes of establishing, exercising or defending legal claims.

Please contact info@amsportsacademy.co.uk and we will assist you and provide you with all rights to which you are entitled in relation to your and/or your children's Personal Information under applicable data protection law.

If you are unhappy with the way that we have handled your and/or your children's Personal Information, you can make a complaint to the Information Commissioners Office (ICO) which is the UK authority responsible for data protection. Contact details are available online, or alternatively please ask us on info@amsportsacademy.co.uk for assistance.

CONTACT US: If you have any questions in relation to this Privacy Policy, or if you would like to contact us to exercise your rights as stated in this Privacy Policy, you may contact us at: info@amsportsacademy.co.uk or via our Registered Office at 1A Strathearn Road, London, SW18 7LH.