



Sports Elite Ltd — Privacy Policy

Website: <https://sportseliteltd.co.uk/>

Company: Sports Elite Ltd

Company number: 11097225

Registered in England and Wales

Effective date: 4 August 2026

Sports Elite Ltd (“Sports Elite”, “we”, “us” or “our”) is committed to protecting the personal information of the parents, guardians, children, schools, nurseries and others who use our services.

This Privacy Policy explains what personal information we collect, why we collect it, how we use it and protect it, and the rights you have under UK data protection law.

1. Who We Are

Sports Elite Ltd is the data controller responsible for personal information collected through our website, booking systems and coaching services.

If you have any questions about this Privacy Policy or how we use personal information, please contact us:

Email: info@sportseliteltd.co.uk

Safeguarding: safeguarding@sportselite.co.uk

2. Information We Collect

The information we collect depends on how you use our services and may include:



Parent or Guardian Information

- name;
- address;
- telephone number;
- email address;
- emergency contact details; and
- payment and billing information.

Child Information

- name;
- date of birth or school year group;
- school or nursery attended;
- relevant medical information;
- allergy information;
- information about additional support or behavioural needs where relevant to safe participation; and
- attendance records.

Website Information

When you use our website, we may also collect technical information such as your:

- IP address;
- browser and device type;
- pages visited; and
- date and time of access.

Some of this information may be collected through cookies and similar technologies. More information can be found in our Cookie Policy.



3. How We Use Personal Information

We may use personal information to:

- process and manage bookings and payments;
- deliver our clubs, camps, nursery sessions and other activities;
- maintain attendance records;
- contact parents and guardians about bookings, changes or emergencies;
- support the health, safety and safeguarding of children taking part in our activities;
- meet our legal regulatory obligations;
- manage and improve our services; and
- send administrative or service-related communications.

Where we send marketing communications, we will only do so where we have an appropriate lawful basis. You can opt out of marketing communications at any time.

4. Our Lawful Bases for Using Personal Information

UK data protection law requires us to have a lawful basis for collecting and using personal information. Depending on why we are using the information, we may rely on:

- **Contract** — where the information is needed to provide a service or manage a booking;
- **Legal obligation** — where we need to use information to meet a legal or regulatory requirement;
- **Legitimate interests** — where the information is reasonably needed to operate and improve our services, provided those interests do not override the rights and interests of the individual;
- **Vital interests** — where the information is needed to protect someone's life in an emergency; and
- **Consent** — where we have asked for permission for a specific use of personal information, such as certain marketing or photography purposes.

Where we rely on consent, it can be withdrawn at any time.



Medical and Health Information

Some of the information provided to us about a child, including medical conditions and allergies, may be classed as special category data under UK data protection law and is given additional protection.

Sports Elite will only collect and use this information where it is necessary to support a child's health, safety or participation in our activities and where there is an appropriate lawful basis and additional condition for processing it under UK data protection law.

5. Children's Information

As our services are provided to children, we may need to collect information about them through their parents, guardians, schools or nurseries.

We only collect information that is relevant to a child's participation in our activities, including information needed for safeguarding, health and safety, attendance and emergency purposes.

Parents and guardians should make sure that the information they provide about their child is accurate and up to date.

6. Photography and Video

We may take photographs or video recordings during Sports Elite activities for use on our website, social media and other promotional materials.

We will ask for separate consent before using a child's photograph or video for these purposes. Where consent is requested through our online booking process, this will be optional and separate from accepting our Terms and Conditions.

If a booking is made another way, we may ask for consent in writing.



Parents and guardians can withdraw consent for future use at any time by contacting safeguarding@sportseliteltd.co.uk. Withdrawing consent does not affect the lawfulness of any use that took place before consent was withdrawn.

7. Sharing Personal Information

We do not sell personal information.

Where necessary, we may share personal information with:

- schools and nurseries for attendance, safeguarding or emergency purposes;
- payment processors;
- booking, website and IT service providers;
- professional advisers, such as accountants, insurers or solicitors; and
- regulators, safeguarding authorities, emergency services or law enforcement where required or permitted by law.

Where another organisation processes personal information on our behalf, we take appropriate steps to ensure that the information is handled securely and only for the agreed purpose.

8. International Transfers

Some of the service providers we use may process or store personal information outside the UK.

Where personal information is transferred internationally, we will take appropriate steps to make sure it is protected in accordance with UK data protection law.

9. How Long We Keep Personal Information

We keep personal information only for as long as it is needed for the purpose it was collected, or where we are required to keep it for legal, regulatory or safeguarding reasons.



Our typical retention periods are:

- **Booking and payment records:** six years for tax and accounting purposes;
- **Attendance records:** up to six years;
- **Safeguarding records:** retained in line with applicable safeguarding requirements and guidance; and
- **Marketing preferences:** until you unsubscribe or ask us to stop contacting you, subject to any information we need to keep to record that request.

Where personal information is no longer required, it will be securely deleted or anonymised.

10.Keeping Personal Information Secure

We take appropriate steps to protect personal information from loss, misuse, unauthorised access or disclosure.

Access to personal information is limited to staff and service providers who need it to carry out their role or provide services on our behalf.

11.Your Data Protection Rights

Depending on the circumstances, you may have the right to:

- request access to the personal information we hold about you;
- ask us to correct inaccurate or incomplete information;
- ask us to delete your personal information;
- ask us to restrain how your information is used;
- object to certain uses of your personal information;
- request the transfer of your information where applicable; and
- withdraw your consent at any time where we rely on consent to use your information.



These rights do not apply in every circumstance and may be subject to certain legal exemptions.

To exercise any of these rights, please contact us at info@sportseliteltd.co.uk.

12. Marketing Communications

We may send information about Sports Elite clubs, camps, events and services where we have permission to do so or are otherwise permitted by law.

You can ask us to stop sending marketing communications at any time by using the unsubscribe option in our emails or contacting us at info@sportseliteltd.co.uk.

This will not affect service-related messages that we need to send about an existing booking or activity.

13. Cookies

Our website uses cookies and similar technologies to help the website function and to understand how it is used.

Some cookies are necessary for the website to work, while others will only be used where the appropriate consent has been given.

More information about the cookies we use and how you can manage your preferences can be found in our Cookie Policy.

14. Third-Party Websites

Our website may contain links to websites operated by other organisations. Sports Elite is not responsible for how those websites collect or use personal information.

We recommend reviewing the privacy information provided by any third-party website you visit.



15.Changes to This Privacy Policy

We may update this Privacy Policy from time to time, including where our services, the way we use personal information or legal requirements change.

The latest version will be available on our website and will show the date it came into effect.

16.Questions and Complaints

If you have a question or concern about how Sports Elite uses your personal information, please contact us at info@sportseliteltd.co.uk.

If you wish to make a complaint about how we have handled your personal information, please contact us so that we have the opportunity to investigate and respond.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK regulator for data protection:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Website: www.ico.org.uk