



## Privacy Notice for Our Customers

We at **Swim with GymCo** are committed to respecting your privacy. We want to make sure any personal information we have collected about you is safe and secure whether we collect it through our website at [www.swimwithgymco.co.uk](http://www.swimwithgymco.co.uk) or from other sources. This Policy set outs our commitments to you, in compliance with and beyond the General Data Protection Regulation (commonly known as the **GDPR**) and explains how we collect, store and use your personal information. **This notice applies to you if you have registered yourself or your child with us for swimming lessons or any other event.**

*References in this policy to **we, our or us** in this privacy notice mean **Swim with GymCo**.*

*References in this policy to **you or your** apply to yourself and/or any minor you are contacting us on behalf of.*

We have **not** appointed a Data Protection Officer to oversee our compliance with data protection laws as we not required to do so, but our Data Protection Controller has overall responsibility for data protection compliance in our organisation. Contact details are set out in the "**Contacting us**" section at the end of this privacy notice.

### 1. **PERSONAL INFORMATION WE MAY COLLECT FROM YOU**

Depending on the type of service you register for with us, you may initially provide us with or we may obtain **personal information** about you, such as information regarding your:

- personal contact details that allows us to contact you directly such as name, title, email addresses and telephone numbers;
- date of birth;
- swimmer's gender;
- records of your interactions with us such as telephone conversations, emails and other correspondence and your instructions to us;
- any payment details you provide so that we can receive payments from and to you and details of the financial transactions with you;
- records of your/your child's attendance and progress at any event/lessons provided by us;
- CCTV footage and other information obtained through electronic means.
- images in video and/or photographic form and voice recordings;
- your marketing preferences so that we know whether and how we should contact you.
- details of next of kin, family members and emergency contacts;
- any grievance information

### 2. **SPECIAL CATEGORIES OF PERSONAL INFORMATION**

We may also collect, store and use the following "**special categories**" of more sensitive personal information regarding you/your child:

- information about health, including any medical condition, health and sickness records, medical records and health professional information.

We may not collect all of the above types of special category personal information about you. In relation to the special category personal data that we do process we do so on the basis that:

- the processing is necessary for reasons of substantial public interest, on a lawful basis;
- it is necessary for the establishment, exercise or defence of legal claims;
- based on your explicit consent.

In the table below' we refer to these as the "special category reasons for processing of your personal data".

### 3. **WHERE WE COLLECT YOUR INFORMATION**

We typically collect your personal information when you apply to become a customer of Swim with GymCo, when you purchase any services or products we offer, when you make a query or concern or when you correspond with us by phone, e-mail or in some other way.

If you are providing us with details of next of kin, family members and/or emergency contacts they have a right to know and to be aware of what personal information we hold about them, how we collect it and how we use and may share that information. Please share this privacy notice with those of them whom you feel are sufficiently mature to understand it. They also have the same rights as set out in the “**Your rights in relation to personal information**” section below. However it is your responsibility to gain their consent.

#### 4. USES MADE OF THE INFORMATION

The table below describes the main purposes for which we process your personal information, the categories of your information involved and our lawful basis for being able to do this.

Purpose	Personal information used	Lawful basis
<p><b>To arrange and manage our relationship and contact with you, including:</b></p> <p><b>Dealing with payments and any support, service or product enquiries made by you on your behalf or on behalf of a minor.</b></p>	All contact and customer details, transaction and payment information, records of your interactions with us, and marketing preferences.	This is necessary to enable us to properly administer and perform any contract for the provision of any services and products you have purchased from us.
<p><b>To send you other marketing information we think you might find useful or which you have requested from us, including any newsletters and/or information.</b></p>	Contact details and marketing preferences.	Where you have given us your explicit consent to do so.
<p><b>To answer your queries or concerns.</b></p>	Contact details and records of your interactions with us	We have a legitimate interest to provide complaint handling services to you in case there are any issues.
<p><b>Retention of records</b></p>	All the personal information we collect.	<p>We need to retain records in order to properly administer and run our business and in some cases we may have legal or regulatory obligations to retain records. We have a legitimate interest in retaining records whilst they may be required in relation to complaints.</p> <p>We process special category personal data on the basis of the “special category reasons for processing of your personal data” referred to in section 2 above.</p>
<p><b>The security of our IT systems</b></p>	Your usage of our IT systems and online portals. EG our Website	We have a legitimate interest to ensure that our IT systems are secure.
<p><b>To conduct data analytics studies to better understand event attendance.</b></p>	Records of your attendance at lessons or activities hosted by us. Or usage of the website.	We have a legitimate interest in doing so to ensure that information provided is accurate and relevant.
<p><b>For the purposes of promoting the Swim School.</b></p>	Images in video and/or photographic form.	Where you have given us your <b>explicit</b> consent to do so.

<p><b>To comply with health and safety requirements</b></p>	<p>Records of attendance, and other information obtained through electronic means, medical information about your/your child's health</p>	<p>We have a legal obligation and a legitimate interest to provide you and other members of our organisation with a safe environment in which to participate in sport.</p> <p>We process special category personal data on the basis of the "special category reasons for processing of your personal data" referred to in section 2 above.</p>
<p><b>To administer your attendance at any lessons, courses or programmes you sign up to</b></p>	<p>All contact and customer details, transaction and payment data.</p>	<p>This is necessary to enable us to register you on to and properly manage and administer your/your child's attendance at our lessons.</p>
<p><b>To use information about you or your child's physical or mental health (including any injuries) or disability status, to ensure your health &amp; safety &amp; to assess your fitness to participate in lessons or activities we host.</b></p>	<p>Health and medical information</p>	<p>We process special category personal data on the basis of the "special category reasons for processing of your personal data" referred to in section 2 above.</p>
<p><b>To gather evidence for possible grievance</b></p>	<p>All the personal information we collect</p>	<p>We have a legitimate interest in doing so to provide a safe and fair environment for all swimmers and to ensure the effective management of any grievance.</p> <p>We process special category personal data on the basis of the "special category reasons for processing of your personal data" referred to in section 2 above.</p>
<p><b>For the purposes of equal opportunities monitoring and providing an accessible service (if applicable)</b></p>	<p>Name, title, date of birth gender, information about your <b>child's</b> race or ethnicity and health and medical information</p>	<p>We have a legitimate interest to promote an environment that is inclusive, fair and accessible.</p> <p>We process special category personal data on the basis of the "special category reasons for processing of your personal data" referred to in section 2 above and <b>NOT</b> as a matter of course.</p>

For some of your personal information you will have a legal, contractual or other requirement or obligation for you to provide us with your personal information. If you do not provide us with the requested personal information we may not be able to properly perform our contract with you or comply with legal obligations.

Where you have given your consent to use your personal information in a particular manner, you have the right to withdraw consent at any time, you may do so by contacting us in the "Contacting us" section below.

Please note however that the withdrawal of your consent will not affect any use of the data made before you withdrew your consent and we may still be entitled to hold and process the relevant personal information to the extent that we are entitled to do so on bases other than your consent. Withdrawing consent may also have the same effects as not providing the information in the first place, for example we may no longer be able to provide certain customer benefits/information to you for example: pool closures, time changes of lessons or staff sickness.



## 5. DIRECT MARKETING

From time to time, we may contact you by **email, post or SMS** with information about products and services we believe you may be interested in or we feel you need to be informed of.

We will only send marketing messages to you in accordance with the marketing preferences you set. You can then let us know at any time if you do not wish to receive marketing messages by contacting us and providing your preferences.

## 6. DISCLOSURE OF YOUR PERSONAL INFORMATION

We share personal information with the following parties:

- **Any party approved by you.**
- **Staff employed by Swim with GymCo**
- **To any governing bodies or regional bodies for the sports covered by our business:** to allow them to properly administer the sports on a local, regional and national level.
- **Other service providers:** for example, email specialists, payment processors, data analysis, promotional advisors, contractors or suppliers and IT services (including our website);
- **Purchasers of our business:** buyers or prospective buyers who we sell or negotiate to sell our business to.
- **The Government or our regulators:** where we are required to do so by law or to assist with their investigations or initiatives.
- **Police, law enforcement and security services:** to assist with the investigation and prevention of crime and the protection of national security.

## 7. TRANSFERRING YOUR PERSONAL INFORMATION INTERNATIONALLY

The personal information we collect is not knowingly transferred to and/or stored in countries outside of the UK and the European Union.

## 8. HOW LONG DO WE KEEP PERSONAL INFORMATION FOR?

The duration for which we retain your personal information will differ depending on the type of information and the reason why we collected it from you. However, in some cases personal information may be retained on a long-term basis: for example, personal information that we need to retain for legal purposes will normally be retained in accordance with usual commercial practice and regulatory requirements. Generally, where there is no legal requirement we retain all physical and electronic records for up to 12 months after your last contact with us. Exceptions to this rule are:

- Information that may be relevant to personal injury or discrimination claims may be retained until the limitation period for those types of claims has expired. For personal injury or discrimination claims this can be an extended period as the limitation period might not start to run until a long time after the event.

It is important to ensure that the personal information we hold about you is accurate and up-to-date, and you should let us know if anything changes, for example if you change your phone number or email address. You can contact us by using the details set out in the "**Contacting us**" section below.

## 9. YOUR RIGHTS IN RELATION TO PERSONAL INFORMATION

You have the following rights in relation to your personal information:

- the right to be informed about how your personal information is being used;
- the right to access the personal information we hold about you;
- the right to request the correction of inaccurate personal information we hold about you;
- the right to request the erasure of your personal information in certain limited circumstances;
- the right to restrict processing of your personal information where certain requirements are met;
- the right to object to the processing of your personal information;
- the right to request we transfer elements of your data either to you or another service provider; and
- the right to object to certain automated decision-making processes using your personal information.

You should note that some of these rights, for example the right to require us to transfer your data to another service provider or the right to object to automated decision making, may not apply as they have specific requirements and exemptions which apply to them and they may not apply to personal information recorded and stored by us. For example, we do not use automated decision making in relation to your personal data. However, some have no conditions attached, so your right to withdraw consent or object to processing for direct marketing are absolute rights.

Whilst this privacy notice sets out a general summary of your legal rights in respect of personal information, this is a very complex area of law. More information about data legal rights can be found on the Information Commissioner's website at <https://ico.org.uk/for-the-public/>.

To exercise any of the above rights, or if you have any questions or queries relating to your rights, please contact us by using the details set out in the "Contacting us" section below as we are here to help with any concern or query.

## 10. CHANGES TO THIS NOTICE

We may update this privacy notice from time to time. When we change this notice in a material way, we will update the version date at the bottom of this page. Where required by law we will seek your consent to changes in the way we use your personal information.

## 11. CONTACTING US

In the event of any query or complaint in connection with the information we hold about you, please email [Swimwithgymco@btinternet.com](mailto:Swimwithgymco@btinternet.com) or write to us at Swim with GymCo, Four Farthings, Hilden Way, Littleton, Hampshire. SO22 6QH: