



Inspiring a healthy community, investing in learning

AYLSHAM SPORTS HUB LIMITED (ASH) PRIVACY POLICY

Review Frequency: Every 2 years

Next Review Date: 01.11.2026

Ratified by the Board of Directors on:

Aylsham Sports Hub Limited (ASH) is committed to protecting your personal data and ensuring your privacy is respected. This Privacy Policy explains how we collect, use, store, and protect the personal information that you provide when you use our services, visit our sports hub, or engage with us online.

This policy is in compliance with the **General Data Protection Regulation (GDPR)** and the **Data Protection Act 2018**.

What Personal Data Do We Collect?

We collect and process the following types of personal data:

- **Contact Information:** Name, address, email address, phone number
- **Membership Details:** Membership type, start date, payment information, membership status, and renewal details
- **Booking Information:** Details about activity bookings, event participation, and attendance records
- **Payment Details:** Payment method, transaction history, and billing information (where necessary for memberships or activities)
- **Health and Safety Information:** Medical information (if relevant for activity participation), health or fitness assessments
- **Monitoring Information:** To track progress, such as the swim school
- **CCTV footage:** To secure premises and safety of staff, visitors and users
- **Communication Preferences:** Your preferences for receiving communications from us, including newsletters, marketing materials, and event updates
- **Visitor Information:** IP addresses, browser details, and activity logs if you use our website or mobile app

How Do We Collect Your Data?

We collect personal data in the following ways:

- **Directly from you** when you register for a membership, book an activity or event, use our services, or provide your details on forms (either online or in-person).
- **Via our website and mobile app**, including through cookies and tracking technologies
- **From third-party services** such as payment processors, external booking systems, or other partners who assist with the delivery of our services.

Why Do We Collect Your Data?

We collect and use your personal data for the following purposes:

- To provide, manage, and administer our services, including membership, bookings, and event registration
- To process payments for memberships and activities
- To ensure your safety and wellbeing while participating in activities (including health and fitness assessments, if necessary)
- To communicate with you about your membership, bookings, services, and upcoming events
- To send you marketing communications and promotions (if you have opted-in)
- To improve our services and tailor our offerings based on your preferences
- To comply with legal obligations, including financial reporting, health and safety requirements, and safeguarding

Legal Basis for Processing Your Data

We process your personal data based on the following legal grounds:

- **Contractual necessity:** We process your data to fulfil the contract between us (e.g., for membership registration, booking activities, and processing payments).
- **Consent:** For marketing communications, we rely on your consent to send you newsletters, promotional emails, and event updates. You can withdraw consent at any time.
- **Legal obligations:** We process data to comply with our legal obligations (e.g., tax and accounting, health and safety regulations, or safeguarding).
- **Legitimate interests:** We may process data based on our legitimate interests, such as improving our services, maintaining safety, and ensuring efficient operations.

How Do We Keep Your Data Safe?

We implement appropriate technical and organisational measures to ensure the security of your personal data, including:

- Secure storage and encryption of sensitive data
- Access control to limit who can access your personal data
- Regular staff training on data protection principles
- Firewalls and anti-virus software to protect digital records

We continually review our security measures to ensure that your data is protected from unauthorised access, disclosure, alteration, or destruction.

Cookies and Website Usage

Our website uses cookies to improve your experience and to collect information on how users interact with the site. Cookies are small text files that are stored on your device when you visit a website.

The cookies we use may collect information such as your IP address, browser type, and browsing preferences. You can manage your cookie settings through your browser or device settings.

Sharing Your Data

We do not sell or share your personal data with third parties for marketing purposes. However, we may share your personal data in the following circumstances:

- **Service providers:** We may share your data with trusted third-party service providers (such as payment processors, event management systems, or booking platforms) to help us deliver our services to you. These third parties are bound by confidentiality agreements and can only use your data to perform services for us.
- **Legal obligations:** We may disclose your data when required to do so by law, such as to comply with a court order or regulatory requirement.
- **Safeguarding purposes:** If we have concerns about your safety or wellbeing, we may share relevant information with emergency services or other authorities.

How Long Do We Keep Your Data?

We will retain your personal data only for as long as necessary to fulfil the purposes for which it was collected or as required by law. For example:

- We will retain membership data as long as your membership is active, plus a reasonable period for account management and auditing.
- Health and safety records related to activities may be retained for the duration of your participation and up to several years for safeguarding purposes.

Once your data is no longer required, we will securely delete or anonymize it.

Your Rights

Under data protection law, you have the following rights regarding your personal data:

- **Right to access:** You can request a copy of the personal data we hold about you.
- **Right to rectification:** You can request corrections if the data we hold about you is inaccurate or incomplete.
- **Right to erasure:** You can request that we delete your personal data, subject to certain conditions (e.g., if we no longer need it for the purposes for which it was collected).
- **Right to restrict processing:** You can request that we limit how we process your data in certain circumstances.
- **Right to object:** You can object to the processing of your data for marketing purposes or when it is based on legitimate interests.
- **Right to data portability:** You can request a copy of your data in a machine-readable format to transfer it to another organisation.

To exercise your rights, please contact us at the details provided below.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. We will notify you of any significant changes, and the updated policy will be available on our website.

Contact Us

If you have any questions about this Privacy Policy, or if you wish to exercise your data protection rights, please contact us:

Aylsham Sports Hub Limited

Email: info@aylshamsportshub.co.uk

Phone: 01263 738966

Address: Palmerston Way, Aylsham, NR11 6FN