

# Shoot Academy GDPR Policy 2020

Shoot Academy, Farnborough is committed to protecting your safety and privacy and takes its responsibilities regarding the security of your information very seriously. This privacy policy explains what personal data we collect about you, how and why we use it, who we disclose it to, and how we protect your privacy.

## 1. Who is responsible for your data

Our Privacy Policy applies to the personal data that Shoot Academy collects and uses. References in this Privacy Policy to “Shoot Academy “we”, “us” or “our” (a charity registered in England and Wales with registration no 1177393). We control the ways your personal data are collected and the purposes for which your personal data are used by Shoot Academy and are the “data controller” for the purposes of the UK Data Protection Act 1998.

## 2. Personal data we collect about you

When using the term “personal data” in our Privacy Policy, we mean information that relates to you and allows us to identify you, either directly or in combination with other information that we may hold. Your personal data may include for example your name, your contact details, information relating to your school or church, information on how you use our website or how you interact with us. This may include financial details related to any support you provide us.

We collect some personal data from you, for example when you attend a group, use our website, or contact us. We may also receive your personal data from our partners with whom we work, or supply a service e.g. Schools requesting mentoring, or who provide services to you on our behalf (for example when you provide feedback on our services), For more information on the parties who may share your personal data with us, please see section 7 below.

## What info might we get from you?

**A) Your full name, date of birth and your contact details (email address, telephone number and postal address) – For:**

- When you attend any meeting such as After School Club
- When you take part in trips or other activities
- When you receive a service such as Mentoring
- When you sign up for a newsletter or to make a donation

**B) Information about any special needs (such as health, allergies, or special dietary requirements).**

- When you first attend

**C) Information about your donation, (including your bank details)**

- When you donate

**D) The communications you exchange with us (for example, your emails, letters, calls)**

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- When you contact Shoot Academy, or you are contacted by Shoot Academy

### **E) Your posts and messages on social media directed to Shoot Academy**

- When you interact with us on social media

### **F) Information about how you use our website**

- When you navigate on our website

### **G) Information that relates to your Personal Support and Gift Aid**

- When you enter into Personal Support

## **Sensitive personal data**

In the course of providing services to you, we may collect information that could reveal your racial or ethnic origin, physical or mental health, religious beliefs or alleged commission or conviction of criminal offences. Such information is considered “sensitive personal data” under the UK Data Protection Act 1998 and other data protection laws. We only collect this information where you have given your explicit consent, it is necessary, or you have deliberately made it public.

For example, we may collect this information in the following circumstances:

- For your safety, when you have a specific medical condition, you will need to inform us of that and – where required – provide us with details of treatment if necessary.
- If you inform us about specific dietary requirements you may have, this could potentially indicate that you have specific religious beliefs. Also, your nationality may imply your racial or ethnic origin.

By providing any sensitive personal data you explicitly agree that we may collect and use it in order to provide our services and in accordance with this Privacy Policy.

If you do not allow us to process any sensitive personal data, this may mean we are unable to provide all or parts of the services you have requested from us. Please be aware that in such circumstances you will not be entitled to cancel or obtain a refund of any money that you have paid.

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## 3. How and why we use your personal data

We use your personal data for the following purposes:

- Emergency contact for parents
- To know what to do in case of a first aid emergency
- To ensure services are age appropriate
- To ensure food provided is appropriate
- To communicate future events and remind
- Photos for publicity and website

### 3.1 – To communicate with you and manage our relationship with you

Occasionally we may need to contact you by email and/or SMS for administrative or operational reasons, for example in order to send you details of events you are attending, to inform you about your Direct Debit or Standing Order, to remind you when your planned events are held, or to advise you of disruption and changes to our services.

Please be aware that these communications are not made for marketing purposes and as such, you will continue to receive them even if you opt-out from receiving marketing communications.

We will also use your personal data if we contact you after you have sent us a request, filled in a web-form through our website or contacted us on social media.

Your opinion is especially important to us, so we may send you an email or SMS to seek your feedback.

We will use the communications you exchange with us and the feedback you may provide in order to manage our relationship with you as our customer and to improve our services and experiences for customers.

### 3.2 – To personalise and improve your customer experience

We may use your personal data in order to tailor our services to your needs and preferences and to provide you with a personalised customer experience. For example, to arrange age appropriate After School Clubs or personal mentoring.

We may also collect information on how you use our website, which pages of our website you visit most, in order to understand what you like. We may use this information to tailor the content and offers that you see on our website, if you have agreed to receiving marketing communications, to send you relevant messages that we think you like.

### 3.3 – To inform you about our news and offers that you may like

We may send you marketing communications, if you have indicated that you are happy to receive these, for example when provide your details when attending one of our events, when you create an account on our website or make a booking with us and you do not express a wish to not receive such communications.

If you are happy to receive marketing communications, we will provide you with news from us such as newsletters or events that you may like. In addition, if you are happy to receive

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marketing communications, we may send you communications promoting our partners' products and services that you may be interested in. This may include events organised by local schools, Churches or other sporting partners (Please note that we do not share your contact details and other personal data with other companies for marketing purposes, unless we have obtained your consent to do so.

If you do not want to receive marketing communications from us, you can choose to opt out from receiving marketing communications at any time, by clicking on the relevant unsubscribe link at the bottom of any marketing related email you may receive from us. If you prefer, you can also email us and express your preference to not receive marketing communications send an email to [mark@shootacademy.co.uk](mailto:mark@shootacademy.co.uk) with the subject matter "Unsubscribe".

### **3.4 – To improve our services, fulfil our administrative purposes and protect our business interests**

The business purposes for which we will use your information include accounting, billing and audit, safety, security and legal purposes.

### **3.5 – To comply with our legal obligations, for example, our obligation to report safeguarding concerns**

## **4. Requesting access to your personal data**

You have a right to request access to the personal data that we hold about you. This may be specific data e.g. date of birth or bank details or could be a request for any and all data that we hold.

If you would like to request a copy of your personal data, please contact us at: [mark@shootacademy.co.uk](mailto:mark@shootacademy.co.uk)

## **5. Security of your personal data**

We are committed to taking appropriate technical and organisational measures to protect your personal data against unauthorised or unlawful processing and against accidental loss, destruction or damage to personal data. When you provide your personal data through our website, this information is transmitted across the internet securely using high-grade encryption.

As described in this Privacy Policy, we may in some instances disclose your personal data to third parties. Where Shoot academy discloses your personal data to a third party, we require that third party to have appropriate technical and organisational measures in place to protect your personal data; however in some instances we may be compelled by law to disclose your personal data to a third party, such as safeguarding agencies, and have limited control over how it is protected by that party.

The information that you provide to us will be held in our systems. We may also hold your information on servers such as Google Drive. We may also allow access to your information by other third parties who act for us for the purposes described in this Privacy Policy or for other purposes approved by you. Where your personal data are transferred outside of the EEA, we require that appropriate safeguards be in place.

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We will retain your personal data for as long as we need it in order to fulfil our purposes set out in this Privacy Policy or in order to comply with the law.

### **6. Cookies or other tracking technologies**

In order to improve our services, to provide you with more relevant content and to analyse how visitors use our website, we may use technologies, such as cookies, pixels or tracking software. Please be aware that in most cases we will not be able to identify you from the information we collect using these technologies.

For example, we may use software to monitor customer traffic patterns and website usage to help us develop the design and layout of the website in order to enhance the experience of the visitors to our website. This software does not enable us to collect any personal data. In addition, in order to understand how our customers interact with the emails and the content that we send, we use pixels that allow us to know if the emails we send are opened or if the content of our emails is displayed in text or html form.

We may also use cookies in our website, or in our emails. Cookies are small pieces of information stored by your browser on your computer's hard drive. They enable you to navigate on our website and allow us to provide features such as remembering aspects of your last site search to make subsequent searches faster. You can delete cookies if you wish; while certain cookies are necessary for viewing and navigating on our website, most of the features will be still accessible without cookies.

(For more information on how we use cookies and how you can remove them, read our Cookie policy)

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## 7. Sharing your personal data

Your personal data will not be shared with any other organisation, if we do seek to share it, we will ask for your permission.

However, we may also share some of your personal data with, or obtain your personal data from, the following categories of third parties:

- Safeguarding agencies when this is necessary for the protection of young people or is required by law.
- Schools or other agencies through which you contact Shoot Academy
- When booking external events e.g. Sports classes, or other relevant activities
- At Shoot Academy we select very carefully our suppliers who process your personal data on our behalf and require that they comply with high security standards for the protection of your personal data.
- Our partners with whom we partner with Energise me, Sport England and some school locally.

## 8. Updates to our Privacy Policy

We may make changes to this Privacy Policy from time to time, including as part of the new European data protection legislation which will start to apply on 25 May 2018 (the “General Data Protection Regulation”) – we will update the Privacy Policy and we will publish on our website any new version of this Policy. We will notify you of any changes to the policy.

## 9. Contact information

- When you attend any meeting such as After School Clubs,
- When you take part in trips or other activities
- When you receive a service such as Mentoring, and sporting classes
- When you sign up for a newsletter or to donate

**B) Information about any special needs (such as health, allergies, or special dietary requirements).**

- When you first attend

**C) Information about your donation, (including your bank details)**

- When you make a donation

**D) The communications you exchange with us (for example, your emails, letters, calls)**

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If you do not allow us to process any sensitive personal data, this may mean we are unable to provide all or parts of the services you have requested from us. Please be aware that in such circumstances you will not be entitled to cancel or obtain a refund of any money that you have paid.

You have a right to request access to the personal data that we hold about you. This may be specific data e.g. date of birth or bank details or could be a request for any and all data that we hold.

Shoot Academy

Review Date April 2021