

Sporting Heroes – Privacy Policy

Last updated: August 2026

1. Who we are

Sporting Heroes provides children's sports coaching and parent-and-child activity sessions. For personal data we control, Sporting Heroes is the data controller. You can contact us using the contact details published on our website or booking platform.

2. Information we may collect

- Parent or carer's name, email address and telephone number
- Child's name and age
- Booking and attendance information
- Payment and transaction information
- Relevant medical, allergy, disability or additional-needs information you choose to provide
- Emergency contact information
- Photography or video consent preferences
- Enquiry and communication records
- Limited website/device information where collected by our website or service providers

3. Why we use personal information

- To process and manage bookings and payments
- To deliver sessions safely and communicate important changes
- To maintain appropriate attendance, safeguarding and safety records
- To respond to enquiries and provide customer service
- To meet legal, accounting, insurance and safeguarding responsibilities
- To send marketing communications where permitted by law

4. Our lawful bases

Depending on the purpose, we may process personal information because it is necessary to perform a contract or take steps before entering one, to comply with a legal obligation, for our legitimate interests in operating and improving Sporting Heroes, or because consent has been given. Where special category information such as health information is needed, we will use an appropriate additional condition under UK data protection law.

5. Children's information

We collect only information reasonably necessary for bookings, attendance, communication, safeguarding and safe delivery of activities. Parents and carers should provide only information relevant to their child's participation.

6. Booking, payment and website providers

We may use third-party providers to operate our services, including Bookwhen and Happity for bookings, Stripe for payment processing, and Squarespace for our website. These organisations may process personal information under their own privacy terms and/or on our behalf.

7. Sharing information

We do not sell personal data. We may share information where necessary with service providers, insurers, professional advisers, venues where appropriate, or legal/regulatory authorities where required by law or necessary to protect a child or another person.

8. How long we keep information

We keep personal data only for as long as reasonably necessary for the purpose collected and to meet legal, accounting, insurance and safeguarding requirements. Retention periods can vary depending on the type of record.

9. Security

We take reasonable technical and organisational measures to protect personal information against loss, misuse, alteration or unauthorised access. Access is limited to people who need the information for their role.

10. Marketing

Where required, we will ask for consent before sending electronic marketing. You can unsubscribe or ask us to stop marketing communications at any time. Service messages about an existing booking are not marketing.

11. Your data protection rights

- Ask for access to personal data we hold about you
- Ask us to correct inaccurate or incomplete information
- Ask us to erase information in certain circumstances
- Ask us to restrict processing in certain circumstances
- Object to certain processing
- Ask for data portability where applicable
- Withdraw consent at any time where we rely on consent

12. Complaints

If you have a concern about how we use personal information, please contact Sporting Heroes first so we can try to resolve it. You also have the right to complain to the UK Information Commissioner's Office (ICO).

13. Updates to this policy

We may update this policy from time to time. The latest version will show its most recent update date.