

Introduction

At Aceway Tennis Academy, we value the privacy and security of our players, coaches, staff, and visitors. This Privacy Policy outlines how we collect, use, store, and protect personal information that we gather as part of our operations. We are committed to ensuring that all personal data is handled responsibly, transparently, and in compliance with data protection laws, including the General Data Protection Regulation (GDPR) where applicable.

By using the services and facilities of Aceway Tennis Academy, you agree to the terms outlined in this Privacy Policy.

1. Information We Collect

We collect personal information from players, parents/guardians, staff, and visitors in various ways, including through direct interactions, online forms, and our website. The types of personal data we collect may include:

- **Personal Details:** Name, date of birth, gender, contact details (address, email, phone number), and emergency contact information.
- **Player and Parental Information:** Health information (e.g., allergies, medical conditions, or injuries), parent/guardian contact details for minor players.
- **Account Information:** Details related to membership, bookings, and payment information, including billing details.
- **Training Data:** Information about your participation in Academy sessions, training progress, performance data, and any video or photographic content used for educational purposes.
- **Website Information:** We may collect data on how users interact with our website (IP address, browser type, device, etc.) through cookies and other tracking technologies.

2. How We Use Your Information

We use the personal data we collect for various legitimate purposes, including:

- **To provide services:** To manage your membership, organise training sessions, and facilitate bookings for lessons, events, and tournaments.
- **Health and Safety:** To ensure the safety of players, particularly for minors, and manage any health-related information in accordance with our duty of care.
- **Communication:** To communicate important information related to your participation in Academy activities, including event details, training updates, Academy news, and promotions.

- **Marketing:** With your consent, we may use your contact information to send promotional materials, newsletters, and offers related to Academy activities.
- **Improvement of Services:** To assess and improve the quality of services, training programmes, and player experiences at the Academy.

3. Sharing Your Information

We will not sell, rent, or trade your personal data to third parties. However, we may share your personal information with trusted partners and service providers who assist in operating the Academy and delivering services. These third parties will be bound by confidentiality agreements and are prohibited from using your information for any other purpose.

We may also share your personal information with:

- **Legal Authorities:** If required by law, or to comply with a legal obligation, we may share information with regulatory bodies or law enforcement.
- **Emergency Services:** In case of an emergency, we may share health or emergency contact information with medical professionals or emergency responders.

4. Security of Your Information

We take the security of your personal data seriously and have implemented appropriate technical and organisational measures to protect it from unauthorised access, loss, or destruction. This includes:

- Secure storage of data, both digital and physical.
- Encryption of sensitive data during online transactions.
- Restricted access to personal data to authorised staff and coaches only.

While we strive to protect your personal data, no system is completely secure, and we cannot guarantee the absolute security of your information. However, we will take all reasonable steps to ensure its protection.

5. Data Retention

We will only retain your personal data for as long as necessary to fulfil the purposes for which it was collected, including legal, accounting, or reporting requirements. Once your personal data is no longer needed, we will securely delete or anonymise it.

6. Your Rights

As a data subject, you have the following rights regarding your personal data:

- **Access:** You have the right to request access to the personal data we hold about you.
- **Correction:** You have the right to correct any inaccurate or incomplete data we hold.

- **Deletion:** You can request the deletion of your personal data, subject to certain legal exceptions.
- **Restriction:** You may request the restriction of processing your data under specific circumstances.
- **Objection:** You have the right to object to processing for direct marketing purposes.
- **Data Portability:** You may request a copy of your personal data in a commonly used format to transfer to another service.

To exercise any of these rights, please contact us using the details provided in the "Contact Us" section below.

7. Cookies and Tracking Technologies

Our website uses cookies and similar tracking technologies to improve the user experience. Cookies are small data files stored on your device that help us analyse website traffic, personalise content, and optimise website functionality.

You can manage your cookie preferences through your browser settings. If you choose to disable cookies, some features of our website may not function properly.

8. Third-Party Links

Our website may contain links to third-party websites, including sponsors, partners, or other external services. We are not responsible for the privacy practices or content of these websites, and we encourage you to review their privacy policies when accessing them.

9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be communicated through our website or via direct communication. We encourage you to review this policy periodically to stay informed about how we are protecting your personal data.