

PlayStrong Privacy Policy

1. Introduction

PlayStrong ("we," "our," or "us") is committed to protecting the privacy and security of all members, staff, and visitors. This Privacy Policy outlines how we collect, use, store, and protect personal data in accordance with UK GDPR and data protection laws.

2. Information We Collect

a) Personal Data Provided by You:

- Full name, date of birth, and contact details (email, phone, address).
- Emergency contact information.
- Medical or fitness-related details relevant to participation in martial arts activities.
- Payment and transaction details when purchasing memberships or services.

b) Automatically Collected Data (Website Use):

- IP address, browser type, operating system, and browsing behavior on our website.
- Cookies and tracking technologies to enhance website functionality.

c) Photography & Videography:

- Photos or videos captured during training, competitions, and events (with consent).

3. How We Use Your Information

We use personal data for:

- Managing memberships, class registrations, and training records.
- Processing payments and financial transactions securely.
- Ensuring participant safety and maintaining emergency contact records.
- Communicating important updates, events, and promotions.
- Website improvements and analytics.
- Complying with legal and safeguarding obligations.

4. Legal Basis for Processing

We process data based on:

- **Contractual necessity** – To provide training, process payments, and manage memberships.
- **Consent** – For marketing communications and photography/video use.
- **Legitimate interests** – For club operations, safety, and business improvements.
- **Legal obligations** – Compliance with child safeguarding, accounting, and GDPR laws.

5. Data Sharing & Disclosure

We do not sell personal data. However, we may share it with:

- **Service providers** – Payment processors, IT support, or marketing platforms.
- **Legal authorities** – If required by law or safeguarding concerns.
- **Emergency contacts** – In cases of injury or medical emergency.

6. Data Retention

We keep data only as long as necessary for the purposes outlined in this policy. Financial records are retained for legal compliance, while inactive member data is securely deleted after a set period.

7. Security Measures

We implement strict security measures to protect data from unauthorized access, loss, or misuse.

8. Your Rights

You have the right to:

- Request access to your personal data.
- Request corrections to inaccurate information.
- Withdraw consent for marketing or photography.
- Request deletion of your data under legal conditions.

To exercise your rights, contact us at matt@play-strong.co.uk.

9. Policy Updates

We may update this policy periodically. Any significant changes will be communicated via email or website updates.

Last Updated: 11/12/2025

10. Contact Information

For any questions about this Privacy Policy, contact matt@play-strong.co.uk.