



## AQUAKIDZ PRIVACY NOTICE - CUSTOMERS

### **CUSTOMER PRIVACY STATEMENT (UNDER 16 YEARS OLD)**

We use your data to make sure that you're safe and that your swimming lessons are the best that they can be. The type of information we will have about you might include:

1. Your name, address and phone number
2. Your email address
3. Your age (date of birth) and gender
4. Any special educational needs you might have so that we can support you as best as we can
5. Information about your health that we need to know to keep you safe
6. Records from your lessons and what level you are at in the AquaKidz Award Scheme
7. Information on any unacceptable behaviour during swimming lessons or the unacceptable behaviour of your parent or guardian
8. Information about any complaint you might have made about us
9. Information that you have told us about your safety including (safeguarding)
10. Details of any safeguarding concerns we might have about you

### **We will:**

- Only use your information in the way that you have agreed to
- Keep all of your details safe and secure and make sure that nobody can see your information who isn't supposed to
- Follow the rules set out by the organisation in charge of keeping your data safe (The ICO)
- Do all we can to make sure that there are no mistakes in the information we hold about you like your name, age, address etc.
- If you have any special educational needs we will make absolutely sure that nobody can see this information who doesn't need to

- Make sure that anyone outside of the swim school who can see your information plays by the same rules as we do and keeps your information safe and confidential
- Keep your information electronically and sometimes in filing cabinets making sure that they are as safe as possible
- Keep your information for as long as necessary (maximum of 6 years). After this period we will safely destroy or delete all the information we have about you
- Update this privacy statement when needed and keep you up to date on what changes we have made via our website and e-mail
- Ask your parent or guardian to consent (give permission) for us to use your data if you are under 13. If you are over 13 you can consent yourself by filling out our consent form

**You can:**

- Give your consent to us personally if you are aged over 13
- Ask to see what information we have on you
- Tell us that you don't give us permission to have some of your data
- Unsubscribe from any mailing lists
- Ask for any information to be corrected
- Contact [swim@aquakidz.co.uk](mailto:swim@aquakidz.co.uk) with your questions or concerns
- Contact the ICO to complain about how we use your information (but please always speak to us first!)

**YOU MUST:**

**INFORM US IMMEDIATELY IF YOUR PERSONAL DETAILS CHANGE OR ARE INCORRECT SO THAT WE CAN UPDATE OUR RECORDS**

If you have any questions about this then please speak to your Swim School teacher or ask another adult to help you understand this policy.

**FULL STATEMENT**

We at AquaKidz want to make sure all the personal information we have collected about you is safe and secure whether we collect it through our website or from other sources. This Policy set out our commitments to you, in compliance with and beyond the General Data Protection Regulation (commonly known as the **GDPR**) and explains how we collect, store and use your personal information. We are registered with the UK Information Commissioner's Office (ICO) to ensure our compliance.

We have not appointed a Data Protection Officer to oversee our compliance with data protection law, as we are not required to do so, but we have put together a team of people to make sure your details are safe. They can be contacted at [swim@aquakidz.co.uk](mailto:swim@aquakidz.co.uk) in case you have any questions.

### **WHAT TYPE OF DETAILS DO WE COLLECT FROM YOU?**

We might collect the following personal details about you and your child during before, during or after your time as a customer, such as:

- details of how we can contact you, such as your name, email address and phone number;
- your child's name, date of birth, gender and any medical information or special educational needs that may impact on their swimming tuition.
- records of the courses each swimmer has attended over their time with us.
- records of each swimmer's progression throughout the AquaKidz award scheme
- any disciplinary information or details of any issues you have with us or we have with you.

### **WHERE DO WE GET THIS INFORMATION FROM & HOW IS IT USED?**

- We will normally collect personal information about a swimmer and their parent when they complete the registration form as a new customer or if they register to our mailing list to receive details of our holiday swim courses
- We collect your name, email and contact number in order to send you details of the lessons you have booked, any changes to the dates and time and any lesson cancellations. We will also provide feedback on your child's progress via email. We will use your email to provide information on our holiday courses to all customers registered on the mailing list.
- We will also use your contact details to help answer any questions or queries regarding our services.
- We require information on each swimmer such as name, gender, date of birth, relevant medical information or special education needs. This information is important to help us ensure a safe & supportive environment for learning to take place.
- We track details of each swimmer's progress to assess performance and identify how we can help you improve swimmer development and progression.
- If you have told us we can use your information in a certain way, you can tell us to stop using it at any time, by contacting [swim@aquakidz.co.uk](mailto:swim@aquakidz.co.uk)

### **LINKING WITH THIRD PARTY SITES**

We use the services of a number of third party companies to help operate our services. If you follow a link to any of these websites, please note that these websites have their own privacy policies and they will be a data controller of your personal information and take on the direct responsibility for complying with the GDPR laws. The customer should check these policies before submitting any personal information to these websites.

Listed below are the companies that we use, the details of the information that they collect and the services they provide.

**Jot Form (<https://www.jotform.com/>)** – is used when a customer makes an enquiry through the website or completes an online registration form and requires the following information: name, email, contact number, child's name, date of birth, medical or special educational needs.

**Mail Chimp (<https://mailchimp.com/>)** – is used to manage our mailing list for customers interested in receiving the holiday swim course information. Mail chimp requires you to enter your name and email address in order to receive the holiday course information. You can tell us to stop at any time by clicking on the unsubscribe list at the bottom of the email.

**Survey Monkey (<https://www.surveymonkey.com/>)** – is used for collating information from customers wishing to book on either a holiday swim course or for term time lessons and stores the following information: name, email, child's name, date of birth and availability for lessons.

**GoCardless (<https://gocardless.com/>)** – is used to set up direct debit payments for the swimming lesson fees. It requires the customer to input their name, email, bank details and address. The Swim School Manager can then track payments and request new payments for lessons via their secured GoCardless account.

## **STORAGE AND SECURITY**

We employ a variety of manual and electronic storage systems to keep your personal information safe and to prevent unauthorised access to, or use, or disclosure of it. All electronic storage has the appropriate password protection and manual storage systems will be stored as securely as possible.

Unfortunately, no information transmission over the Internet is guaranteed 100% secure nor is any storage of information always 100% secure, but we do take all appropriate steps to protect the security of your personal information.

Where third party organisations that we work with store information in countries outside of the UK European Union their certification to the EU-U.S. Privacy Shield ensures that they comply with EU legislation.

## **HOW LONG DO WE KEEP PERSONAL INFORMATION FOR?**

We collect personal details from you for different reasons and so we might keep it for different lengths of time. For example, we might have to keep it for a long time for legal reasons, but most of the time, we will keep your details for 6 years after you last get in touch with us.

## **Keeping your details up to date and accurate**

It is important to make sure that the details we hold about you are accurate and up-to-date. We rely on your support with this so make sure you let us know as soon as possible if your email address or phone number changes and we can update your records. Please also contact us as soon as possible if any information we have on you is inaccurate.

You can normally do this by contacting [swim@aquaidz.co.uk](mailto:swim@aquaidz.co.uk)

## **WHAT ARE YOUR RIGHTS?**

You have the following rights in relation to your personal information:

- the right to be informed about how your personal information is being used;
- the right to access the personal information we hold about you;
- the right to request the correction of inaccurate personal information we hold about you;
- the right to request the erasure of your personal information in certain limited circumstances;
- the right to restrict processing of your personal information where certain requirements are met;
- the right to object to the processing of your personal information;
- the right to request that we transfer elements of your data either to you or another service provider; and
- the right to object to certain automated decision-making processes using your personal information.

To exercise any of your rights, or if you have any questions relating to your rights, please contact us on [swim@aquakidz.co.uk](mailto:swim@aquakidz.co.uk). You can also unsubscribe from any direct marketing for our holiday swim courses by clicking on the unsubscribe link in the marketing messages we send to you.

## **RAISING CONCERNS**

If you are unhappy with the way we are using your personal information you can complain to the UK Information Commissioner's Office or your local data protection regulator. More information about your legal rights can be found on the Information Commissioner's website at <https://ico.org.uk/for-the-public/>. However, we are here to help and would encourage you to contact us to resolve your complaint first.

## **COOKIES**

Certain parts of our Site use "cookies" to keep track of your visit and to help you navigate between sections. A cookie is a small data file that certain websites store on your computer's hard-drive when you visit such websites. Cookies can contain information such as your user ID and the pages you have visited. The only personal information a cookie contains is information that you have personally supplied.

We use cookies on our Site to enable us to deliver content that is specific to your interests and gives us an idea of which parts of the Site you are visiting and to recognise you when you

return to the Site. Reading cookies does not give us access to other information on your computer's hard-drive and our Site will not read cookies created by other websites that you have visited.

You may refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies. If, however, you select this setting you may be unable to access certain parts of the Site. Unless you have adjusted your browser settings so that it will refuse cookies, our system will issue cookies when you access the Site.

## **LOG FILES**

In common with most websites, our Site logs various information about visitors, including internet protocol (IP) addresses, browser type, internet service provider (ISP) information, referring / exit pages and date / time stamp.

We may use this information to analyse trends, administer the Site, track your movement around the Site and gather broad demographic information.

## **CHANGES TO THIS PRIVACY NOTICE**

Any changes we may make to this Policy in the future will be posted on our Site and, where appropriate, notified to you by e-mail. When we change this Policy in a material way, we will update the version date at the bottom of this page. Please check back frequently to see any updates or changes to this Policy and should you object to any alteration, please contact [swim@aquakidz.co.uk](mailto:swim@aquakidz.co.uk).