



## Privacy Policy

### **Safeguarding Our Members' Privacy**

At EMCA we take your privacy seriously and will ensure your personal information is kept safe and secure.

### **How we collect your personal Data.**

We collect personal data from and about you directly when you register with the team and when you purchase products and services from us. Our website also uses cookies to understand your browsing behaviour on our website to enable us to improve your experience on this and future visits.

### **How we use information about you**

We need to process information about you or your child for the following reasons:

- Contractual purposes

To provide the training activity you have requested, communicate with you about this activity, changes to our terms and conditions and to process payments (if relevant).

To provide the merchandise/Uniform/Ticket or Service you have purchased on the website, communicate with you about your purchase, changes to our terms and conditions and to process payments (if relevant).

- Legitimate interests

To meet the legitimate aims of the club and ensure your child is well supported and safe whilst participating in Cheerleading. This includes carrying out any relevant risk assessments:

- Some individuals may present with a medical condition that may be a risk of harmed from participating in cheerleading. It is vital that you share any relevant medical information. We will ask for your agreement to undertake any appropriate assessments.

Identifying any reasonable adjustments and adaptations to support inclusion:

- If you or your child has a disability or any special needs, we will review the information you have provided to help us identify any actions we can take to support inclusion. We may need to ask you for more information to help us in this process.
- Responding to any comments, questions or complaints you may send us.
- Maintaining class attendance records and contact details for emergency purposes.
- Filming and taking photos for coaching purposes and/or to promote the club on our website, club social media account and in communications. All film and photos of children will only be published in line with our safeguarding policy.

You have the right to object to any of the above uses of your information by contacting us. Please note that in some cases, this may affect our ability to carry out the things we need to do for you to take part in Cheerleading.

- Legal reasons

To comply with applicable laws and protect legitimate club interests and legal rights. This includes, but is not limited to the use of your information relating to legal claims and compliance and regulatory activity.



- Marketing

We may send you information by email or via social media about club news, activities and opportunities that we think will be of interest to you. You can ask us to stop sending you this information at any point.

## Why we share your information

We will not share your information with any other organisations except with your consent or in exceptional/emergency circumstances where we believe that the sharing of information about you is vital to protect you, your child or another person.

If you/your child want(s) to enter a competition provided, we will, with your agreement, share the information required to enter the event, usually name, DOB and gender. Most competitions are large events and there are likely to be photographers and people filming.

## Individual rights

You have the right to see the personal information we hold about you. You can also request a copy of any other information we hold by writing to us.

If we do hold other information about you, you can ask us to delete it or correct any inaccuracies. We will either make the requested amendments or provide an explanation as to why we are not making changes.

If you leave the club the information you have provided will be archived for 60 days. After this period, the information you have provided will be deleted, except where there is a legitimate and lawful reason to continue to hold your data.

In the absence of a legitimate and lawful reason to retain any other information we hold about you, this will be deleted after 12 months, unless you re-join the club within that period.

## Changes to the privacy notice

Updated in line with the new data protection regulations (GDPR) which come into effect on 25 May

This privacy notice was last updated on 23rd May 2018.

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**(Updated September 2017)**