



## How we use customer information



This privacy notice has been written to inform prospective, current, and former customers, of South Hunsley Sports regarding The Education Alliance and how and why we process your personal data.

### Who are we?

The Education Alliance is a data controller as defined by the UK GDPR. This means that we determine the purposes for which your personal data is processed and the manner of the processing. We will only collect and use your personal data in ways that are compliant with data protection legislation.

South Hunsley Sports has appointed Veritau Ltd as its Data Protection Officer (DPO). The role of the DPO is to monitor our compliance with the UK GDPR and the Data Protection Act 2018 and advise on data protection issues. If you would like to discuss this privacy notice or our use of your data, please contact Veritau or Francesca Roper, Director of Trust Development and Compliance via [DPO@theeducationalliance.org.uk](mailto:DPO@theeducationalliance.org.uk)

Veritau's contact details are:

Schools Data Protection Officer	The Veritau logo, which consists of a green circle containing a white triangle pointing to the right, followed by the word "Veritau" in a bold, dark blue, sans-serif font.
Veritau	
West Offices	
Station Rise	
York	
North Yorkshire	

## The categories of customer information that we process

These include:

- personal information (such as name, address, height, weight)
- emergency contact details
- characteristics information (such as gender, age)
- membership information (such as start date, contract length)
- financial information (such as bank details for direct debit purposes)
- medical information (such as medical conditions, which may affect exercise, and doctors information)
- CCTV imagery (to be used in order to provide security for the site, keep people safe, evidence in

investigations and safeguarding reasons)

This list is not exhaustive, to access the current list of categories of information we process the schools please see the Trust's Information Asset Register. A copy of this can be found at [www.theeducationalliance.org.uk](http://www.theeducationalliance.org.uk) or contact the DPO for a copy at [DPO@theeducationalliance.org.uk](mailto:DPO@theeducationalliance.org.uk)

## **Why we collect and use customer information**

We use customer data to:

- a) to manage your gym membership
- b) to assist in the preparation and management of your training programme to suit any medical/health requirements
- c) enable customers to be charged the correct membership fees and that direct debits are set up correctly (where used)
- d) ensure the safety and wellbeing of our customers and staff
- e) to assist in the case of a medical emergency
- f) to deliver and improve our services
- g) reduce health and safety risks (e.g. risk assessments, investigations, measures)
- h) to enable swipe card access

Under the General Data Protection Regulation (GDPR), the legal basis we rely on for processing personal information for general purposes include:

- the data subject has given consent to the processing of his or her personal data for one or more specific purposes;
- processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract and;
- processing is necessary for compliance with a legal obligation to which the controller is subject;

We additionally process information under the Health and Safety at Work Act 1974.

In addition, the legal basis for processing any special categories information is:

- the data subject has given explicit consent to the processing of those personal data for one or more specified purposes,
- processing is necessary for reasons of substantial public interest,

## **Collecting customer information**

We collect personal information from a membership application form and direct from the customer themselves on the start of their membership.

Customer data is essential for the trust's operational use. Whilst the majority of personal information you provide to us is mandatory, some of it is requested on a voluntary basis. In order to comply with data protection laws, we will inform you at the point of collection, whether you are required to provide certain information to us or if you have a choice in this and we will tell you what you need to do if you do not want to share this information with us.

## Storing customer information

We hold data securely for the set amount of time shown in our data retention schedule. For more information on our data retention schedule and how we keep your data safe, please visit at [www.theeducationalliance.org.uk](http://www.theeducationalliance.org.uk) or contact the DPO for a copy at [DPO@theeducationalliance.org.uk](mailto:DPO@theeducationalliance.org.uk)

## Who we share customer information with

We routinely share this information with:

- our bank
- Technogym (for legacy customers only)
- NHS Test and Trace
- The Education Alliance Team (when required)
- Fidelity Systems

## Why we share customer workforce information

We do not share information about our members with anyone without consent unless the law and our policies allow us to do so.

## Requesting access to your personal data

Under data protection legislation, you have the right to request access to information about you that we hold. To make a request for your personal information, contact the Trust's Data Protection Officer.

Depending on the lawful basis above, you may also have the right to:

- object to processing of personal data that is likely to cause, or is causing, damage or distress
- prevent processing for the purpose of direct marketing
- object to decisions being taken by automated means
- in certain circumstances, have inaccurate personal data rectified, blocked, erased or destroyed; and
- a right to seek redress, either through the ICO, or through the courts

If you have a concern about the way we are collecting or using your personal data, we ask that you raise your concern with us in the first instance. Alternatively, you can contact the Information Commissioner's Office at <https://ico.org.uk/concerns/>

For further information on how to request access to personal information held centrally by DfE, please see the 'How Government uses your data' section of this notice.

## Withdrawal of consent and the right to lodge a complaint

Where we are processing your personal data with your consent, you have the right to withdraw that consent. If you change your mind, or you are unhappy with our use of your personal data, please let us know by contacting the Trust's Data protection Officer at [DPO@theeducationalliance.org.uk](mailto:DPO@theeducationalliance.org.uk)

**Last updated – 02/09/24**