

Privacy Policy

Last updated: 9 August 2026

SupaFit Sports Coaching & Education ("SupaFit", "we", "us", "our") provides children's sports coaching, holiday camps and related activities across Gloucester, Stroud, Cheltenham and Worcester. This policy explains what personal information we collect, why we collect it, how we use it, and the rights you and your child have over it.

We are the data controller for the personal information described in this policy. If you have any questions, please contact us using the details at the end of this document.

1. Information we collect

Because our services are delivered to children, most of the personal information we hold is provided to us by a parent, guardian or the school/venue booking on a child's behalf, rather than by the child directly.

1.1 Information you provide to us

- **Contact details** — your name, email address, phone number and postal address.
- **Child's details** — your child's name, date of birth or age, and the school or venue they attend.
- **Health and welfare information** — where relevant to a session or camp, details you choose to share about allergies, medical conditions, dietary requirements or additional needs, so our coaches can support your child safely.
- **Emergency contact details** — an alternative contact number in case we cannot reach you.
- **Booking and payment information** — processed via our booking partner, Class4Kids, including which sessions or camps your child is booked onto. We do not store your card details ourselves.
- **Communications** — messages you send us by email, phone, our website contact form, or social media.
- **Marketing preferences** — if you sign up to our mailing list (managed via Mailchimp), your email address and your engagement with our emails.

1.2 Information collected automatically

When you visit our website (supafitsports.co.uk), we may automatically collect:

- Technical information such as your IP address, browser type and device information.
- Usage information such as which pages you visit and how you interact with the site.
- Cookie data, as described in our separate **Cookie Policy**.

2. How we use your information

We use personal information for the following purposes:

- To deliver the coaching sessions, clubs, camps or events you or your child's school have booked.

- To keep your child safe during sessions, including responding appropriately to any medical or welfare information provided.
- To contact you about bookings, session changes, or matters relating to your child's participation.
- To process payments through our booking platform, Class4Kids.
- To send you marketing emails about our services, where you have opted in — you can unsubscribe at any time.
- To respond to enquiries submitted via our website or by phone/email.
- To meet our legal, safeguarding and insurance obligations.
- To understand how our website is used, so we can improve it.

3. Our legal basis for using your information

Purpose	Legal basis
Delivering booked coaching sessions and camps	Performance of a contract
Keeping your child safe during a session	Legitimate interests / vital interests
Marketing emails and newsletters	Consent (you can withdraw this at any time)
Website cookies and analytics	Consent, via our cookie banner
Safeguarding and legal compliance	Legal obligation

4. Children's privacy

We take extra care with children's personal information. Where a child is under 13, we rely on a parent or guardian (or the child's school, acting on the school's own legal basis) to provide consent and information on the child's behalf. We only collect what is necessary to deliver a safe, well-run session, and we never use children's personal information for marketing purposes.

All coaches are DBS-checked and have received safeguarding training appropriate to working with children.

5. Who we share your information with

We do not sell personal information. We share it only where necessary, with the following types of organisation:

- **Class4Kids** — our booking and payment platform, used to manage bookings and take payment.
- **Mailchimp** — our email marketing platform, used to send newsletters to those who have opted in.
- **Google** — for website analytics, Google Maps embeds, and displaying Google Reviews on our site.
- **Schools and venues** — where a session takes place on school premises, relevant information (such as attendance) may be shared with the school.

- **Safeguarding authorities** — where we have a genuine welfare concern, we may be legally required to share information with the relevant local authority or safeguarding body.
- **Professional advisers** — such as our insurers or accountants, where necessary.

Some of these providers (such as Google and Mailchimp) may process data on servers located outside the UK/EEA. Where this happens, appropriate safeguards — such as Standard Contractual Clauses — are in place, as required by these providers' own compliance frameworks.

6. How long we keep your information

- **Booking and session records** — kept for the current season plus a further period to meet insurance and safeguarding record-keeping requirements.
- **Health and welfare information** — kept only for as long as your child is attending our sessions, and securely deleted afterwards unless we are legally required to retain it for longer.
- **Marketing mailing list** — kept until you unsubscribe or ask us to remove you.
- **Website analytics data** — retained in line with Google's standard retention settings.

7. Your rights

Under UK data protection law, you (or, in relation to a child's data, their parent/guardian) have the right to:

- Ask us what personal information we hold about you or your child, and request a copy of it.
- Ask us to correct inaccurate information.
- Ask us to delete information, where there is no legal reason for us to keep it.
- Object to, or ask us to restrict, certain uses of your information.
- Withdraw consent for marketing communications or cookies at any time.
- Ask for your information in a portable format, where applicable.

To exercise any of these rights, contact us using the details in Section 9. We will respond within one month, as required by law.

If you are unhappy with how we have handled your information, you have the right to complain to the UK's data protection regulator, the Information Commissioner's Office (ICO), at ico.org.uk or by calling 0303 123 1113.

8. Keeping your information secure

We use appropriate technical and organisational measures to protect the personal information we hold, including secure website hosting, access controls, and working only with reputable third-party platforms (such as Class4Kids and Mailchimp) who maintain their own security standards.

9. Contact us

If you have any questions about this policy, or want to exercise any of your rights, please contact us:

SupaFit Sports Coaching & Education

Email: info@supafitsports.co.uk

Phone: 07854 673716

Website: supafitsports.co.uk

10. Changes to this policy

We may update this policy from time to time, for example if we start using a new service or our practices change. The "last updated" date at the top of this page shows when it was last revised. We encourage you to review this page periodically.

This document is a general template and does not constitute legal advice. SupaFit Sports Coaching & Education should seek independent legal review to confirm this policy fully reflects its specific data practices and obligations under UK GDPR, the Data Protection Act 2018, and the ICO's Children's Code.