



PRIMARY SPORTS AND EDUCATION LIMITED

PRIVACY NOTICE

Last updated: September 2026

1. Introduction

Primary Sports and Education (“we” or “our”) is committed to protecting the privacy and personal information of children, parents/carers, staff and other individuals who use or interact with our services.

This Privacy Notice explains how we collect, use, store and protect personal information and the rights individuals have in relation to their personal information.

We are committed to handling personal information fairly, lawfully and transparently and in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and other applicable data protection legislation.

2. About Primary Sports and Education Ltd

Primary Sports and Education provides sports, childcare and activity services to children including:

- Wrap-around care- Breakfast and After school clubs
- Activity days, including HAF (Holiday Activities and Food) provision
- School- based Sports coaching
- School sport after school clubs

For the purposes of data protection legislation, Primary Sports and Education Ltd is responsible for deciding how and why personal information is processed.

Business name: Primary Sports and Education Ltd

Email: marcus@primary-sports.co.uk

Telephone: 07976979202

Address: 48 Butts Road, Ottery St Mary, Devon, EX11 1EL

COOL TO BE ACTIVE...
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www.primary-sports.co.uk

T: 0797 697 9202
E: marcus@primary-sports.co.uk

Reg. Co. Name: Primary Sports Education Ltd
Reg. Address: 21 Town Close, Stogursey TA5 1RN

VAT No: 183908477
Company No: 7143002

3. What information do we collect?

Depending on the services you use, we may collect and process the following information.

Parent / carer information

This may include:

- Full name
- Email address
- Telephone number
- Home address
- Emergency contact details
- Booking and attendance information
- Payment information
- Communication preferences
- Marketing preferences
- Records of consent
- Information contained within communications with us

Children's information

Where necessary to provide our services safely and appropriately, we may collect:

- Child's name
- Date of birth / age
- School
- Parent or carer contact details
- Emergency contact details
- Medical information relevant to participation
- Allergies and Dietary requirements
- Relevant SEND or additional support information
- Relevant behavioural information
- Attendance information
- Booking information
- Collection and authorised-person information
- Other information reasonably required to keep the child safe and provide appropriate care

We aim to collect only information that is necessary and relevant to the services we provide.

4. How do we collect personal information?

We may collect personal information in a number of ways, including:

- When a parent or carer registers a child for one of our services using our online booking system
- When a parent or carer makes a booking
- When forms, questionnaires or registration documents are completed
- When parents or carers contact us by email, telephone or other communication methods
- When information is provided in relation to a child's health, welfare or safeguarding
- When individuals provide consent to receive marketing communications
- When individuals otherwise communicate with Primary Sports and Education Ltd

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5. How do we use personal information?

We use personal information only where there is a lawful reason for doing so.

We may use information to:

Provide our services

- Process registrations and bookings
- Provide breakfast clubs, after-school clubs and wrap-around care
- Provide activity days and HAF activities
- Promote sport clubs and other events
- Manage attendance
- Manage collection arrangements
- Contact parents and carers about bookings or services
- Meet children's individual needs
- Communicate important information about our services

Protect children and maintain safeguarding

- Protect the health, safety and welfare of children
- Manage medical information and emergencies
- Respond to safeguarding concerns
- Record and manage incidents
- Contact parents, carers or emergency contacts when necessary
- Work with schools, safeguarding professionals and relevant authorities where necessary
- Meet our legal and safeguarding responsibilities

Manage our business

- Process payments and maintain financial records
- Respond to enquiries
- Manage complaints
- Maintain appropriate business records
- Manage staff and service providers
- Meet insurance requirements
- Obtain professional advice where necessary
- Comply with legal and regulatory requirements

Send marketing communications

Where an individual has provided appropriate consent, we may use their name and email address to send information about Primary Sports and Education services, events and activities, including:

- Activity days
- HAF activities
- Sports events
- Wrap-around care activities and events
- New or upcoming services
- Other events and activities run by Primary Sports and Education

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Marketing emails may be sent using Mailchimp.

6. Our lawful bases for processing personal information

Data protection law requires us to have a lawful basis for processing personal information.

Depending on the circumstances, we may rely on the following lawful bases.

Contract

We may process personal information where this is necessary to provide a service that a parent or carer has booked or requested.

For example, we may need to process information to provide an after-school club place or activity day booking.

Legal obligation

We may process personal information where we are legally required to do so.

This may include legal, financial, accounting, safeguarding, employment or regulatory requirements.

Consent

We may process personal information where an individual has provided consent.

For example, parents and carers may actively choose to receive marketing communications by agreeing to wording such as:

“I agree and confirm that I can be contacted by email about future events run by Primary Sports and Education.”

Where we rely on consent, individuals can withdraw their consent at any time.

Legitimate interests

We may process personal information where this is necessary for our legitimate interests as a business, provided that those interests are not overridden by the individual’s rights and freedoms.

7. Marketing and email communications

Where an individual has provided appropriate consent, Primary Sports and Education may send marketing emails about our events, activities and services.

We may use **Mailchimp** to manage and send marketing emails.

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Individuals can unsubscribe from marketing emails at any time by using the unsubscribe link included in our emails or by contacting Primary Sports and Education Ltd directly.

We will respect requests to stop receiving marketing communications.

Unsubscribing from marketing communications will not affect essential communications relating to a service that an individual has booked or is currently receiving.

We will not sell personal information to other organisations for their own marketing purposes.

8. Sharing personal information

We do not routinely share personal information with third parties for their own marketing purposes.

We may share personal information where there is a lawful and necessary reason to do so.

This may include sharing information with:

- Schools where we provide services
- Parents or carers
- Authorised representatives
- Emergency services
- Safeguarding professionals
- Local authorities
- Other statutory or regulatory bodies
- Our insurers
- Professional advisers
- Payment providers
- Booking and administration systems
- Email marketing providers, including Mailchimp
- IT and software providers who provide services to us

Where we use another organisation to process personal information on our behalf, we take reasonable steps to ensure that appropriate safeguards are in place.

We will only share information that is relevant and necessary for the particular purpose.

9. Children's personal information

As Primary Sports and Education provides services to children, we take the protection of children's personal information particularly seriously.

Children's information will only be collected and used where it is necessary for providing our services, maintaining safety, meeting individual needs, fulfilling legal obligations, safeguarding or another lawful purpose.

We take reasonable steps to ensure that children's information is only accessed by people who need it for legitimate purposes.

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10. Safeguarding and Welfare Information

The safety and welfare of children is extremely important to us.

Where there is a safeguarding, welfare or child protection concern, we may need to collect, record and share information about a child or family.

Information may be shared with appropriate professionals, schools, safeguarding teams, local authorities, emergency services or other relevant organisations where this is necessary to protect a child or comply with our legal responsibilities.

Where permitted or required by law, information may be shared without consent where obtaining consent could place a child or another person at risk or otherwise prevent us from fulfilling our safeguarding responsibilities.

11. Medical and additional support information

We may collect information about medical conditions, allergies, dietary requirements, SEND and other additional needs where this information is necessary to safely provide our services.

This information will only be accessed and used by individuals who need it to support the child's safety, welfare and participation.

Where required, information may be shared with relevant staff, schools, parents/carers, medical professionals or emergency services.

12. Photographs and Video Recordings

Photographs and videos may be taken during activities and events.

Where photographs or videos are intended for promotional purposes, we will obtain the appropriate parental or carer consent where required.

Photographs and videos will only be used for the purposes for which the relevant consent or other lawful basis has been established.

Parents and carers can contact us if they have questions about the use of photographs or videos.

13. How we keep information secure

We take reasonable and appropriate measures to protect personal information against:

- Unauthorised access
- Loss
- Misuse

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- Accidental disclosure
- Unauthorised alteration
- Destruction

Personal information will only be made available to individuals who have a legitimate reason to access it.

We use appropriate organisational and technical measures to help protect personal information.

However, no method of electronic storage or transmission can be guaranteed to be completely secure.

14. How long do we keep personal information?

We will only keep personal information for as long as it is reasonably necessary for the purposes for which it was collected.

Some information may need to be retained for longer where this is necessary to:

- Meet legal or regulatory requirements
- Meet safeguarding responsibilities
- Maintain financial or accounting records
- Deal with complaints or disputes
- Establish, exercise or defend legal claims
- Maintain appropriate records of consent or withdrawal of consent

Different types of information may therefore be retained for different periods.

When personal information is no longer required, we will securely delete, destroy or anonymise it where appropriate.

15. Your rights

Under UK data protection law, individuals have a number of rights in relation to their personal information.

Depending on the circumstances, these include:

- **The right to be informed** about how personal information is collected and used
- **The right of access** to the personal information we hold
- **The right to rectification** if information is inaccurate or incomplete
- **The right to erasure** in certain circumstances
- **The right to restriction of processing** in certain circumstances
- **The right to object** to certain types of processing, including direct marketing
- **The right to withdraw consent** where we rely on consent
- **The right to data portability** in certain circumstances

These rights are subject to certain legal conditions and exceptions and therefore may not apply in every situation.

16. Withdrawing Consent

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Where we rely on consent to process personal information, you can withdraw your consent at any time.

For marketing emails and text messages you can withdraw consent by:

- Clicking the unsubscribe link in a marketing email; or
- Contacting Primary Sports and Education Ltd directly.

Withdrawing consent does not affect the lawfulness of processing that took place before consent was withdrawn.

Where we need to retain information for another lawful reason, withdrawing consent will not necessarily result in the immediate deletion of all information.

17. How to contact us

If you have any questions about this Privacy Notice, how we use personal information, or wish to exercise your data protection rights, please contact:

Primary Sports and Education Ltd

Email: marcus@primary-sports.co.uk

Telephone: 07976979202

Address: 48 Butts Road, Ottery St Mary, Devon, EX11 1EL

We will deal with requests in accordance with applicable data protection legislation.

18. Complaints

We encourage anyone who has concerns about how their personal information is being handled to contact Primary Sports and Education in the first instance so that we can try to resolve the issue.

You also have the right to make a complaint to the **Information Commissioner's Office (ICO)**, which is the UK's independent data protection regulator.

Further information about making a complaint is available from the ICO at ico.org.uk.

19. Changes to this Privacy Notice

We may update this Privacy Notice from time to time to reflect changes to:

- Our services
- The way we process personal information
- Our systems or service providers
- Data protection legislation

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- Regulatory guidance

The most recent version will be made available to relevant individuals.

Last updated: September 2026

Next review date: September 2027

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