

# Privacy Policy for P&E Sports

*Effective Date: 30/10/2025*

*Last Updated: 05/2026*

*Next Review: 10/2026*

P&E Sports (“we,” “our,” “us”) is committed to protecting your personal data and respecting your privacy. This Privacy Policy explains how we collect, use, and safeguard your information in line with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

## **1. Who We Are**

P&E Sports is the data controller of the personal data you provide to us.

Contact Details:

P&E Sports

Email: [info@pandesports.com](mailto:info@pandesports.com)

Phone: (01527) 529496

Address: Arrow Vale Sports Centre, Matchborough Way, Redditch, B98 0GF.

If you have any questions regarding your personal data, you can contact us using the details above.

## **2. Information We Collect**

We may collect and process the following categories of personal data:

- Identity Data: Name, date of birth, and contact details.
- Contact Data: Email, phone number, billing/shipping address.

- **Financial Data:** Payment card details and transaction history (processed securely via third-party providers).
- **Technical Data:** IP address, browser type, device information, cookies.
- **Usage Data:** How you use our website, services, and participation in events.
- **Marketing & Communications Data:** Preferences for receiving updates, promotions, or newsletters.

### **3. Legal Basis for Processing**

We only process your data where there is a lawful basis under the UK GDPR:

- **Contractual Necessity:** To provide products or services you purchase.
- **Legal Obligation:** To comply with laws and regulations.
- **Legitimate Interests:** To improve our services, prevent fraud, and ensure security.
- **Consent:** Where you have agreed to receive marketing communications.

### **4. How We Use Your Data**

We may use your personal data to:

- Provide and manage our products, services, and events.
- Process payments and deliver orders.
- Communicate with you about updates, events, and promotions.
- Personalise your experience and improve our website and services.
- Comply with legal and regulatory obligations.

### **5. Sharing Your Data**

We may share your personal data with:

- **Service Providers:** Payment processors, IT providers, logistics companies.
- **Regulatory or Legal Authorities:** Where required by law.
- **Business Transfers:** If P&E Sports undergoes a merger, acquisition, TUPE or restructuring.

All third parties are required to respect the security of your data and process it only in accordance with the law.

## 6. International Data Transfers

If we transfer your personal data outside the UK, we ensure appropriate safeguards are in place, such as UK adequacy regulations or standard contractual clauses approved under UK law.

## 7. Data Retention

We only keep your personal data for as long as necessary to fulfil the purposes for which it was collected, including legal, accounting, or reporting requirements.

## 8. Data Security

We use appropriate technical and organisational measures to protect your personal data. However, no system is completely secure, and we cannot guarantee absolute security.

## 9. Your Rights Under UK GDPR

You have the following rights:

- Access: Request a copy of your personal data.
- Rectification: Correct inaccurate or incomplete data.
- Erasure: Request deletion of your data (“right to be forgotten”).
- Restriction: Limit how we process your data.
- Portability: Request transfer of your data to another provider.
- Objection: Object to certain processing, including marketing.
- Withdraw Consent: Where processing is based on consent.

You also have the right to lodge a complaint with the Information Commissioner’s Office (ICO) if you believe your rights have been breached: [www.ico.org.uk](http://www.ico.org.uk).

## 10. Cookies

Our website uses cookies to improve user experience and analyse site performance. You can manage cookie settings through your browser, but some features may not work properly if disabled.

## **11. Children's Privacy**

Our services are not intended for children under the age of 13. We do not knowingly collect personal data from children.

## **12. Updates to This Policy**

We may update this Privacy Policy from time to time. Changes will be posted on our website with the updated date.

# **Cookies Policy for P&E Sports**

## **What Are Cookies?**

Cookies are small text files placed on your device when you visit a website. They are widely used to make websites work, improve functionality, and provide information to website owners.

Cookies can be:

- Session Cookies – Temporary cookies that are deleted when you close your browser.
- Persistent Cookies – Remain on your device until deleted or they expire.
- First-Party Cookies – Set by the website you are visiting.
- Third-Party Cookies – Set by third-party services (e.g., analytics, social media, advertisers).

## **2. How We Use Cookies**

We use cookies to:

- Enable core site functionality (e.g., login, shopping cart).
- Improve site performance and user experience.
- Analyse traffic and understand how visitors use our website.
- Provide relevant marketing and advertising (where you have consented).

### 3. Types of Cookies We Use

Type of Cookie	Purpose	Example
Strictly Necessary	Essential for the website to function (cannot be disabled).	Login authentication, secure checkout.
Performance / Analytics	Helps us understand how users interact with the site.	Google Analytics, visitor tracking.
Functionality	Remembers preferences to improve experience.	Language selection, saved items.
Targeting / Advertising	Delivers personalised ads and measures effectiveness.	

### 4. Third-Party Cookies

Some cookies are placed by third parties, such as:

- Google Analytics – to analyse site traffic.
- Social Media Platforms (Facebook, Instagram, X/Twitter, etc.) – to enable sharing and advertising.
- Advertising Partners – to deliver relevant ads.

These providers may process your data outside the UK. Where this happens, we ensure appropriate safeguards (such as UK adequacy regulations or standard contractual clauses) are in place.

### 5. Managing Cookies

When you first visit our website, you will see a cookie consent banner that allows you to accept or reject non-essential cookies.

You can also manage cookies via your browser settings:

- [Chrome](#)
- [Firefox](#)
- [Safari](#)
- [Microsoft Edge](#)

Please note: blocking certain cookies may impact your experience on our website.

## **6. Changes to This Policy**

We may update this Cookie Policy from time to time. Any changes will be posted on this page with a revised “Last Updated” date.

## **Contact Us**

For questions or requests regarding this Privacy Policy, please contact us:

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