

# Evolution Swim School Privacy Policy

## 1. Introduction

At Evolution Swim School, we are committed to safeguarding the privacy of our clients and website visitors. This policy outlines how we collect, use, and protect your personal information in compliance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

## 2. Who We Are

Evolution Swim School, established on 1st October 2018 by Commonwealth Games Medallist Kieran McGuckin, offers swimming lessons across various locations in Scotland. For any privacy-related queries, please contact us at:

- **Email:** [info@evolutionswimschool.co.uk](mailto:info@evolutionswimschool.co.uk)

## 3. How We Collect Information

We collect personal information when you:

- Enquire about or book swimming lessons via our website, email, or telephone.
- Complete online forms or communicate with us electronically.
- Visit our website, where we may collect data through cookies and similar technologies.

## 4. What Information We Collect

The personal information we collect may include:

- **Personal Details:** Name, address, email address, and telephone number.
- **Child Information:** Names, dates of birth, and any relevant medical conditions to ensure safe and effective swimming lessons.
- **Website Usage Data:** IP address, browser type, and information about your visit, including pages viewed and interaction patterns.

## 5. How We Use Your Information

We use your information to:

- Provide and manage your swimming lessons.
- Communicate with you regarding your bookings and our services.
- Ensure the safety and well-being of all participants.
- Improve our services and website experience.
- Comply with legal obligations, such as health and safety requirements.

## 6. Photography and Video Consent

By enrolling in our swimming lessons and completing payment, you agree to our Terms & Conditions, which include consent for photography and video recording. However:

- **Opt-Out:** Parents and guardians may opt out at any time by notifying us via email or in writing.
- **Usage:** Images and videos where children are clearly visible will only be used for promotional purposes with explicit consent.
- **Safeguarding:** No photos or videos will be taken in changing areas or used inappropriately.

## 7. Additional Support Needs (ASN)

While we do not offer specialised ASN-specific lessons, we are committed to inclusivity and provide swimming opportunities for children with Additional Support Needs. Our staff are informed of individual requirements through communication with parents and carers to ensure a supportive environment.

## 8. Data Sharing

We do not sell or rent your personal information to third parties. We may share your information with:

- **Service Providers:** Trusted partners who assist in delivering our services.
- **Legal Obligations:** Authorities or organisations when required by law, such as for health and safety or safeguarding purposes.

## 9. Data Security

We implement appropriate technical and organisational measures to protect your personal data against unauthorised access, loss, or destruction. This includes secure servers, encryption, and access controls.

## 10. Your Rights

Under data protection laws, you have rights including:

- **Access:** Request a copy of the personal data we hold about you.
- **Correction:** Request correction of inaccurate or incomplete data.
- **Deletion:** Request deletion of your personal data, subject to legal obligations.
- **Objection:** Object to processing of your data in certain circumstances.

To exercise these rights, please contact us at [info@evolutionswimschool.co.uk](mailto:info@evolutionswimschool.co.uk).

## 11. Changes to This Policy

We may update this policy from time to time. Any changes will be posted on our website, and where appropriate, notified to you by email.

**Last Updated:** 8th May 2025

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If you have any questions or concerns about this policy or our data practices, please contact us at [info@evolutionswimschool.co.uk](mailto:info@evolutionswimschool.co.uk).

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