



Privacy Policy

Heathfield Swim School / Swim Stars South East Swim School

Policy Written: 11th March 2026

Policy Review: 11th March 2027

At Heathfield Swim School / Swim Stars South East, we are committed to safeguarding the privacy and confidentiality of personal information in compliance with UK Law, GDPR legislation, and Swim England guidelines. This Privacy Policy explains how we collect, use, disclose, and protect personal data when providing our swimming lessons and related services.

1. Information We Collect

We collect personal information necessary for providing and managing swimming lessons and ensuring the safety and well-being of our participants.

a. Personal Information

We collect personal details, including but not limited to:

- Name
- Contact information (address, email, phone number)
- Date of birth
- Gender
- Emergency contact details
- Any other information relevant to the provision of swimming lessons.

b. Payment Information When processing payments for our services, we may collect financial information such as credit/debit card details. We do not store or retain credit/debit card information after the transaction is completed.

c. Health Information We may collect health-related information, including medical conditions or allergies, to ensure the safety of participants during lessons. This information is collected only with explicit consent from the individual, or their parent/guardian if the individual is under 18.

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d. Other Information

We may collect additional information provided through surveys, promotions, or special offers.

2. How We Use Information

a. Service Provision

We use the personal information we collect to:

- Register participants for lessons
- Schedule lessons and manage bookings
- Communicate with customers about lesson times, cancellations, or changes
- Address inquiries and provide customer service

b. Internal Purposes

Personal information may be used for:

- Data analysis to improve services
- Ensuring the safety and security of participants
- Monitoring compliance with Swim England guidelines and safety regulations

c. Marketing and Promotions

As part of enrolling into lessons with us, we may use your contact details to send you:

- Newsletters
- Information about new services, events, and special offers
- Updates related to our swimming programs

You can withdraw your consent for marketing communications at any time.

3. Disclosure of Information

a. Internal Staff and Contractors

Personal information may be shared with authorised staff members, instructors, and contractors who need access to the data to provide swimming lessons and ensure participant safety.

b. Third-Party Service Providers

We may disclose personal information to trusted third-party service providers, such as:

- Payment processors
- IT service providers
- Marketing agencies

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These third parties are required to maintain the confidentiality of the information and may only use it to perform their services for us.

c. Legal Compliance

We may disclose personal information in response to lawful requests from public authorities, including to meet law enforcement or national security requirements.

4. Data Security

a. Security Measures

We implement appropriate technical and organisational measures to protect personal information from unauthorized access, disclosure, alteration, or destruction. This includes:

- Secure storage systems
- Restricted access to personal data by authorised personnel only

b. Ongoing Monitoring

We regularly monitor our security practices to ensure data protection compliance and mitigate potential risks.

5. Data Retention

a. Retention Periods

We retain personal information only for as long as necessary to:

- Fulfill the purposes for which it was collected
- Comply with legal obligations

b. Data Deletion

Once personal information is no longer required, we will securely delete, anonymise, or destroy it in accordance with our data retention policies.

6. Your Rights

Under GDPR, individuals have several rights concerning their personal information, including the right to:

a. Access and Correction

You have the right to request access to the personal information we hold about you and request corrections if any of the information is inaccurate.

b. Erasure and Restriction

You have the right to request the deletion of your personal information, or in some cases, request restrictions on its processing.

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c. Data Portability

In some cases, you have the right to request the transfer of your data to another service provider.

To exercise these rights or for inquiries about your personal data, please contact us using the contact details provided below.

7. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, services, or legal obligations. Any updates will be posted on our website, and we encourage you to review the policy periodically. The date of the latest update will always be indicated at the end of this policy.

8. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or how we handle your personal data, please contact:

Elliott Stevens
Swim School Owner
Email: admin@heathfieldswimschool.co.uk
Phone: 07710039552

