



## Privacy Policy

The term 'Carlisle Coaching' or 'us' or 'we' refers to the owner of the website and data controller. The term 'you' refers to the user or viewer of our website.

This privacy policy sets out how we use and protect any information that you give Carlisle Coaching when you use our website <https://carlislecoaching.co.uk>.

We are committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using our website, then you can be assured that it will only be used in accordance with this privacy statement.

This policy is effective from December 2018 and last updated December 2018.

### What we collect and why

We may collect the following information via forms you fill in on our website:

Your contact details including name, address, telephone, email – this is used to be able to contact you throughout your journey at Carlisle Coaching, including letting you know when you are at the top of our waiting lists as well as letting you know important information about upcoming sessions. This information is also required for direct debit setups.

Child's name and DOB – this is used for registers and also which class (age group) your child will be attending.

Allergy information – we may from time to time offer gifts to our customers and want to ensure we take into account any allergies.

Postcode/longitude and latitude – when a person visits our site they are able to use our venue finder. We collect this data to understand customer demand based on locations, this data is anonymous. We may also collect the following information via cookies on our website:

Visitor time, pages visited, device used and demographics such as age and location. This data is anonymous. We also use cookies for marketing purposes to be able to display (or exclude from) ads on other platforms such as social media sites. For further information, please see the "how we use cookies" section.

### What we do with the information we gather

We require the above information to provide you, our customers the best Carlisle Coaching service and achieve our mission of delivering the best coaching to your child.

We do not sell your information on to any 3rd party.

Your information is only ever shared within Carlisle Coaching, but can also be processed between our approved partners such as our email partner (to send you important emails where your first name and email address is shared) and our text messaging/SMS partner (where your first name and mobile number is shared). As part of direct debit setup we share your name and address with our approved direct debit partner.

We may use the information provided to us via cookies to improve our website, products and services.



We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided and where you have specifically given us permission to do so.

We hold personally identifiable information as long as a customer is on our waiting list or an active customer. A customer is placed into an archived state when they request removal from our waiting lists via the various links within emails or after leaving us. This data is then kept for a maximum period of 12 months (or earlier if a customer requests it).

### Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online. We do not store credit card, or bank account details nor do we share financial details with any 3rd parties.

Our website is secured by an SSL which is a web protocol that creates a secure connection between your device and our server.

### How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps us analyse web traffic. Cookies allow web applications to respond to you as an individual for example remembering your preferences/nearest venue.

We use traffic log cookies to identify which pages are being visited. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and do not link it to personal information.

Overall, cookies help us provide you with a better website by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies on our homepage. In addition to this, most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of our website.

### Links to other websites

Our website may contain links to other websites of interest including social media and offers. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

### Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

Whenever you are asked to fill in a form on the website, we ask for relevant permission to process your information in accordance with this privacy policy. We also separately ask if you do not wish the information to be used by us for marketing purposes.

If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at [carlislecoachingofficial@gmail.com](mailto:carlislecoachingofficial@gmail.com)



We will do not ever sell, distribute or lease your personal information to third parties. If this changes, we are required to ask for your permission by law to do so.

You may request details of personal information which we hold about you. If you would like a copy of the information held on you, please contact us using the contact us page on our website or emailing [carlislecoachingofficial@gmail.com](mailto:carlislecoachingofficial@gmail.com).

You may request full deletion of all data we hold about you by emailing us at [carlislecoachingofficial@gmail.com](mailto:carlislecoachingofficial@gmail.com).

If you believe that any information we are holding on you is incorrect or incomplete, please contact us as soon as possible at [carlislecoachingofficial@gmail.com](mailto:carlislecoachingofficial@gmail.com).