



PRIVACY POLICY

At Swim Superb Swim School, your privacy is important to us. This Privacy Policy outlines how we collect, use, protect, and manage your personal information.

Information We Collect

We may collect the following types of information:

Personal information — name, address, email, phone number, emergency contact information, and participant's date of birth.

Health & safety information — medical conditions, allergies, or special needs relevant to swim instruction and safety.

Payment information — billing name, address, and payment details (processed securely via third-party providers).

Website usage information — IP address, browser type, and interactions with our website (through cookies or analytics tools).

How We Use Your Information

We use your information to:

- Register and manage swim class bookings
- Communicate class schedules, updates, or cancellations
- Process payments and issue receipts
- Respond to enquiries and customer service requests
- Ensure the health and safety of all participants
- Improve our website, services, and user experience

Sharing Your Information

We do not sell or rent your personal information. We may share your data with:

- Payment processors, for secure transactions
- Health or emergency services, in case of urgent need

- Government or legal authorities, when required by law

Data Security

We take data protection seriously and use appropriate technical and organisational measures to safeguard your information. Access to personal data is restricted to authorised Swim Superb staff and trusted service providers.

How Long We Keep Your Information

We only keep personal data for as long as necessary for the purposes described in this policy. Full details of our retention periods for different types of data (including contact details, medical information, safeguarding records, and financial records) are set out in our separate Data Retention Policy & Schedule, available on request or at www.swimsuperb.co.uk.

Your Rights

You have the right to:

- Access, update, or correct your personal data
- Request deletion of your data (subject to legal or operational requirements)
- Opt out of marketing communications at any time
- Complain to the Information Commissioner's Office (ICO) at ico.org.uk if you believe your data hasn't been handled in line with UK GDPR

To exercise your rights, please contact us:

- Email: hello@swimsuperb.co.uk
- Phone: 07936132070

Cookies & Website Analytics

Our website may use cookies to enhance your browsing experience and track anonymous usage data. You can control cookie settings in your browser preferences.

What Happens If Your Data Is Compromised

In the unlikely event of a data breach affecting your personal information, we will respond in line with our Data Breach Response & Notification Procedure, which includes assessing the risk to you, reporting to the ICO where required within 72 hours, and notifying you directly if the breach is likely to result in a high risk to your rights or freedoms.

Updates to This Policy

We may update this Privacy Policy periodically. Changes will be posted on this page with an updated effective date. Continued use of our services following an update constitutes acceptance of

the revised policy.

This policy works alongside our Terms & Conditions, Data Retention Policy & Schedule, and Data Breach Response & Notification Procedure, all available at www.swimsuperb.co.uk.