

PRIVACY STATEMENT

1. INFORMATION ABOUT US

Sport England is committed to ensuring that your privacy is protected and to processing your personal data in accordance with the Data Protection Act 1998, the Privacy and Electronic Communications (EC Directive) Regulations 2003 and other applicable privacy laws.

We will only collect and use your personal data in accordance with this privacy statement.

www.dataplatform.activeplaces.com and www.dataplatformapi.activeplaces.com are owned and operated by Sport England ("SE"). SE (also known as the English Sports Council) is a non-departmental public body registered as a company in England and Wales under registration number RC000766. Our head office is 1st floor, 21 Bloomsbury Street, London WC1B 3HF.

Unless otherwise noted, the terms "we", "us" and "our" on this page refer to SE.

SE is registered as a data controller with the Information Commissioner's Office (registration number Z7545760).

2. PRIVACY STATEMENT AND CHANGES

This privacy statement sets out how SE collects, stores and uses personal data it collects from you when you use our website, www.dataplatform.activeplaces.com and www.dataplatformapi.activeplaces.com ("Site") and details the types of personal data collected, our use of and your right to control your personal data ("Privacy Statement").

You should read this Privacy Statement carefully and we recommend that you print and keep a copy of it for your future reference. By continuing to use this Site, you confirm that you have read, understood and agree with this Privacy Statement in its entirety. If you do not agree to this Privacy Statement in its entirety, you must not use this Site.

If you are under the age of 18, you must not use this Site or submit personal data unless you have the consent of and are supervised by a parent or guardian.

This Privacy Statement was updated on 3 June 2015. We reserve the right to further change and update this Privacy Statement from time to time and we recommend that you revisit this page regularly to keep informed on the current Privacy Statement and ensure that you are happy with any changes.

3. THE PERSONAL DATA THAT WE COLLECT FROM YOU

When you use this Site, we may collect the following personal data about you:

- your name and title and gender and date of birth;
- your contact information including phone/mobile number/fax and email address;
- other demographic information including your home or other addresses and postcode;
- other information relevant to customer surveys and/or offers which we may make available to you;
- where you have registered with us, your user name and password.

We may also collect some or all of the above personal data about you when you access and browse this Site or any third party websites, including if you sign up to receive any newsletters from us or them. We may also collect some or all of the above types of personal data from third parties who have your consent to pass your details to us.

We may associate any category of information with any other category of information and where applicable will treat the combined information as personal data in accordance with this policy for as long as it is combined.

4. WHAT WE DO WITH YOUR INFORMATION

We (and third party data processors who may be acting on our behalf) may collect, store and process your personal data for the following reasons:

- to make this Site available and to customise it and to provide content tailored to individual requirements;
- to maintain any registered account that you may hold with us;
- to contact you and ensure that information you submit through the Site remains accurate and up to date;
- to understand your needs and provide you with a better service or improved products and services;
- to provide our goods and services to you;
- for our internal record keeping requirements including collection of anonymised details about visitors to our Site to compile aggregate statistics or produce internal reports;
- with your agreement, to contact you about promotions, products and services or other information which we think you may find interesting, offers, or for customer satisfaction purposes, including by email or by SMS;
- for market research, analysis, testing, monitoring, risk management and administrative purposes; and
- for any related purposes, or where we have a legal right or duty to use or disclose your information (including for crime and fraud prevention and related purposes).

5. DISCLOSURE OF YOUR INFORMATION AND MARKETING

Except as set out in this Privacy Statement, we will not disclose, sell, distribute, rent or lease your personal data to third parties unless we have your permission or are required to do so to comply with applicable law or an order of a governmental or law enforcement body.

If you tell us that you wish this to happen, we may use your personal information to:

- send you promotional information about our own products and services, and those of third parties;
- transfer your personal information to carefully selected third parties including but not exclusively, partner organisations who are involved in seeking to raise participation in sport and physical activity e.g. Local Authorities, National Governing Bodies of Sport, Department of Health, Join In Trust etc. so that they might contact you to make you aware of relevant offers, programmes or initiatives.

If you consent but later change your mind to receiving such marketing communications, you may contact us (see section **YOUR CONTROL OVER YOUR PERSONAL DATA AND ACCESS TO IT**) and we will cease any such activity.

In the event that a third party proposes to acquire all or some of our business and/or assets, we may disclose your personal data to that third party in connection with their proposed or actual acquisition. In the event that we become insolvent or we are in any similar situation, we may also disclose your personal data to third parties as part of a business or asset sale carried out where such disclosure is lawful and compliant with the Data Protection Act 1998.

6. INTERNATIONAL TRANSFERS OF DATA

We may transfer the personal data that we collect from you to third party data processors located in countries that are outside of the European Economic Area or to other entities in the SE group of companies in connection with the above purposes. Please be aware that countries which are outside the European Economic Area may not offer the same level of data protection as the United Kingdom, although our collection, storage and use of your personal data will continue to be governed by this Privacy Statement. By submitting your personal data, you agree to this transfer, storing or processing.

7. SECURITY

We are committed to ensuring that your personal data is secure. In order to minimise the risk that there is unauthorised access to or disclosure of your personal data, we have put in place appropriate physical, electronic and managerial procedures to safeguard and secure it (such as internet standard encryption technology to encode personal data that you send to us when conducting a transaction through the Site).

Although we take appropriate measures to safeguard the personal data that you provide to us, no transmission over the internet is guaranteed to be secure. For your security, you should:

- if using a computer in a public location, always log out and close the website browser when you complete your online session;
- keep your account details and passwords private;
- frequently change your password;
- avoid using the same password for multiple online accounts.

8. HOW WE USE COOKIES

This Site uses cookies. A cookie is a small data file which asks permission to be placed on your computer's hard drive or other mobile or handheld device as you browse this Site which 'remembers' that your computer or device accesses this Site. Once you agree to the cookie, the file is added to your computer's hard drive or other mobile or handheld device and the cookie helps us analyse web traffic and helps you when you visit our Site.

Cookies enable us to respond to you as an individual and to tailor our operations to your needs by gathering and remembering information about your preferences. Cookies assist the effective operation of this Site. Traffic log cookies identify which pages are being used by you, which helps us analyse data for statistical purposes. After analysis, we remove that data from our system.

Cookies help us provide you with a better Site, by enabling us to monitor which pages you find useful and which you do not. The cookies do not give us access to any other personal data on your computer or device other than the personal data you choose to share with us.

Our Site displays a notice alerting you to our use of cookies and linking to this privacy policy. If you use our Site after this notice has been displayed to you we will assume that you consent to our use of cookies for the purposes described in this Privacy Statement.

You should be aware that most web browsers automatically accept cookies, but you can usually modify your browser settings to decline cookies if you prefer. You can choose to accept or decline cookies used by this Site but this may prevent you from taking full advantage of the Site or stop this Site from operating properly when you use it or you may be unable to complete a transaction with us on this Site. If you do not consent to use of the cookies, you must disable the cookies by deleting them or amending your cookie settings on your computer or you must stop using this Site.

We work with third parties who may also set cookies on our website, for example Google Analytics, Facebook and Twitter which we use to enable social networking functionality and sharing, and to monitor how visitors use our Site. These third party suppliers are responsible for the cookies they set on your device. For further information please visit the website of the relevant third party.

9. LINKS TO OTHER WEBSITES

Our Site may contain links to other websites which we think may be of interest to you. These other websites are owned and operated by third parties and are not governed by this Privacy Statement.

As we do not control other websites which you access once you use the links from this Site to those other websites, we are not responsible for the privacy of any data which you provide while you are visiting another website. You should review the privacy policies applicable to any other websites that you visit by following links from this Site. If you have any questions or concerns about the collection or use of any personal data collected through any other person's website, you should contact the website operator of that website using the contact information specified by that website's privacy policy.

In some cases, third party website operators may disclose your personal data to us so that we may use them in accordance with this Privacy Statement.

10. YOUR CONTROL OVER YOUR PERSONAL DATA AND ACCESS TO IT

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

- when you are asked by us to accept a cookie or to fill in a form on the Site, look for your cookie settings and the area that you can click to indicate your preference as to use of your personal data for marketing or other purposes;
- if you have previously agreed to accept a cookie, then you may change your mind at any time disabling or deleting the cookie or amending your cookie settings;
- if you have previously agreed to our use of your personal data for marketing or other purposes, then you may change your mind either by clicking on the unsubscribe link in any such communication, or by writing to us at Sport England, 1st floor, 21 Bloomsbury Street, London WC1B 3HF.

You may request details of the personal data that we hold about you under the Data Protection Act 1998. We may charge you a small administration fee to respond to your request. Please write to Sport England, 1st floor, 21 Bloomsbury Street, London WC1B 3HF if you would like details of your personal data collected by us or if you believe that any of your personal data which is stored by us is

incorrect or incomplete. We aim to address promptly respond to your request or correct any inaccurate or incomplete information.