

Privacy Policy

Effective Date: 12 May 2025

At Level-Up Aquatics Ltd, your privacy is important to us. This Privacy Policy explains how we collect, use, and protect your personal information when you visit www.levelupaquatics.co.uk, contact us, or register for our swim clinics and camps.

1. Who We Are

Level-Up Aquatics Ltd is a UK-based limited company that delivers performance-focused swim clinics and camps. Our website address is: www.levelupaquatics.co.uk.

2. Information We Collect

We may collect and process the following personal information:

- Contact details: Your name, email address, phone number, and home address when you fill out registration or contact forms
- Swimmer details: Name, date of birth, medical information, swimming ability
- Payment details: Processed securely through third-party providers (we do not store card information)
- Technical data: IP address, browser type, and website usage through cookies or analytics tools

3. How We Use Your Information

We use your personal data to:

- Process bookings and deliver our swimming clinics and camps
- Respond to enquiries and customer service requests
- Communicate about upcoming events, schedule changes, or important updates
- Ensure swimmer safety and comply with safeguarding obligations
- Improve our website and marketing effectiveness (through anonymised analytics)

We never sell your personal data.

4. Legal Basis for Processing

Under UK GDPR, we process your data on the following lawful bases:

- Contract: To provide services you've requested
- Consent: For optional communications such as marketing (only where you've opted in)

- Legal obligation: Where required for safeguarding, health and safety, or financial record-keeping
- Legitimate interest: To improve our services or respond to your enquiries

5. Data Sharing and Storage

We may share your data with:

- Trusted service providers (e.g. payment processors, email systems, booking platforms)
- Medical staff or emergency responders, if needed for your safety
- Legal authorities, where required by law

We ensure all third parties comply with data protection laws and do not use your data for any other purpose.

Your data is stored securely, and we take all reasonable steps to prevent unauthorised access.

6. How Long We Keep Your Data

We retain personal data only as long as necessary for:

- Providing the services you've requested
- Meeting legal, accounting, or safeguarding obligations

Medical or emergency information is deleted after the camp/clinic unless retention is legally required.

7. Your Rights

Under the UK GDPR, you have the right to:

- Access the personal data we hold about you
- Request correction of any inaccurate data
- Request erasure of your data (where legally permissible)
- Object to or restrict certain processing
- Withdraw consent at any time (where applicable)
- Lodge a complaint with the Information Commissioner's Office (ICO) at www.ico.org.uk

To exercise your rights, please email: info@levelupaquatics.co.uk

8. Cookies and Website Analytics

Our website may use cookies to enhance your browsing experience and collect anonymous visitor statistics via services like Google Analytics. You can control cookies through your browser settings.

9. Updates to This Policy

We may update this policy from time to time to remain compliant with changes in law or practices. The latest version will always be available on our website.

Contact Us

If you have any questions or concerns about this policy or your data, please contact:

Level-Up Aquatics Ltd

Email: info@levelupaquatics.co.uk

Website: www.levelupaquatics.co.uk

