LEVEL-UP AQUATICS

Company No. SC839175
info@levelupaquatics.co.uk
www.levelupaquatics.co.uk

Privacy Policy

Last updated: June 2026

1. Who We Are

Level-Up Aquatics Ltd ("we", "us", "our") is the data controller responsible for your personal data. We are registered in Scotland (Company No. SC839175) and can be contacted at info@levelupaquatics.co.uk.

2. What Data We Collect

We may collect and process the following personal data:

When you register or make a purchase:

- Name and email address
- Payment information (processed securely by Wix Payments — we do not store card details)
- Booking and transaction history

When you use the Members Area:

- Login credentials (managed by Wix Members)
- Race footage and video files you upload
- Notes and correspondence relating to your technical analysis

When you browse our website:

- Cookies and usage data (see Section 8 below)
- Device and browser information via analytics tools

3. How We Use Your Data

We use your personal data for the following purposes and on the following legal bases:

Purpose	Lawful Basis
Fulfilling your booking or purchase (Masterclass, Swim Camp, Technical Analysis)	Contract
Sending booking confirmation and service communications	Contract

Delivering your Technical Analysis report and video	Contract
Notifying you when your analysis is ready	Contract
Managing your Members Area account	Contract
Improving our website and services	Legitimate interests
Complying with legal obligations	Legal obligation
Sending marketing emails (only if you opt in)	Consent

4. How Long We Keep Your Data

- Booking and purchase records: 7 years (HMRC requirement)
- Members Area content (footage, reports, notes): Retained while your account is active, and for up to 12 months after your last activity, unless you request earlier deletion.
- Marketing preferences: Until you unsubscribe or withdraw consent.
- Website analytics data: As per the analytics provider's retention policy (typically 26 months).

5. Who We Share Your Data With

We do not sell your personal data. We may share data with the following third-party service providers, who act as data processors on our behalf:

- **Wix.com** — website hosting, CMS, payments, and member accounts (privacy policy: wix.com/about/privacy)
- **Vimeo** — private video hosting for your race footage (privacy policy: vimeo.com/privacy)
- **Netlify** — hosting for your individual analysis report pages (privacy policy: netlify.com/privacy)

All third parties are contractually required to keep your data secure and use it only to provide the service on our behalf.

We may also disclose data where required by law (e.g. HMRC, law enforcement with a valid request).

6. Your Rights Under UK GDPR

Under the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018, you have the following rights:

- **Right to access** — request a copy of the personal data we hold about you
- **Right to rectification** — ask us to correct inaccurate or incomplete data
- **Right to erasure** — ask us to delete your personal data (subject to legal retention requirements)
- **Right to restrict processing** — ask us to pause processing of your data in certain circumstances
- **Right to data portability** — receive your data in a structured, machine-readable format

- **Right to object** — object to processing based on legitimate interests or for direct marketing
- **Right to withdraw consent** — where processing is based on consent, you can withdraw at any time

To exercise any of these rights, email us at info@levelupaquatics.co.uk. We will respond within 30 days.

If you are unhappy with how we handle your data, you have the right to lodge a complaint with the Information Commissioner's Office (ICO): ico.org.uk / 0303 123 1113.

7. Data Security

We take reasonable technical and organisational measures to protect your personal data from unauthorised access, loss, or disclosure. Your Members Area is protected by login authentication. Video footage is stored privately on Vimeo (link-only access — not publicly searchable). Analysis reports use unguessable URLs.

Despite these measures, no internet transmission is 100% secure. If you have concerns about the security of your data, please contact us.

8. Cookies

Our website uses cookies to function and to help us understand how visitors use the site. Cookies are small text files stored on your device.

We use the following types of cookies:

- **Essential cookies** — required for the website to work (login sessions, shopping cart)
- **Analytics cookies** — help us understand site usage (e.g. page views, traffic sources). These are set by Wix's built-in analytics. You can opt out via our cookie banner.
- **Third-party cookies** — may be set by embedded content (e.g. Vimeo player)

You can control cookies through your browser settings. Note that disabling essential cookies may affect site functionality.

9. International Transfers

Wix.com and some of our other service providers may process data outside the UK. Where this occurs, appropriate safeguards are in place (such as UK adequacy decisions or Standard Contractual Clauses) to ensure your data is protected to UK GDPR standards.

10. Children's Privacy

Our services are intended for adults (18+) or young people accompanied by a parent or guardian. We do not knowingly collect personal data from children under 13 without parental consent. If you believe we have inadvertently collected data from a child, please contact us at info@levelupaquatics.co.uk.

11. Changes to This Policy

We may update this Privacy Policy from time to time. The "Last updated" date at the top of this page will reflect any changes. We encourage you to review this page periodically.

12. Contact Us

For any privacy-related questions or requests:

Level-Up Aquatics Ltd

Email: info@levelupaquatics.co.uk

Website: www.levelupaquatics.co.uk