

ACTIVE PLACES DATA PLATFORM

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 applicable privacy laws, including the General Data Protection Regulation 2016/679 and the UK Data Protection Act 2018.

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

Sport England is the brand name for the English Sports Council of First Floor, 21 Bloomsbury Street, London WC1B 3HF, a non-departmental public body under the Department for Culture, Media and Sport.

Unless otherwise noted, the terms “**Sport England**”, “**we**”, “**us**” or “**our**” on this page refer to the English Sports Council.

By “**you**” or “**your**”, we mean you when you access and use the Active Places Power Website.

Sport England is the data controller of your personal information.

2. PRIVACY STATEMENT AND CHANGES

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

Please read this Privacy Statement carefully. We recommend that you print and keep a copy of it for your future reference.

We may 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 the Site, we may collect the following personal data about you:

- your name;
- your contact information, including telephone number and email address;
- your organisation’s name;
- your role within your organisation; and
- your browsing activities.

We will also collect some or all of the above personal data about you when you access and browse the Site. Further information about this aspect of our data collection is set out in our Cookies Policy. You

can view our Cookies Policy by visiting the Active Places Power website (www.dataplatform.activeplaces.com) and clicking on the Cookies Policy link within the webpage footer.

4. WHAT WE DO WITH YOUR INFORMATION

We, Landmark Information Group Limited, a third-party supplier who delivers the Site on our behalf, and AdetiQ Limited, a third-party supplier who provides us with data validation services may collect, store and process your personal data for the following reasons:

- for the lawful reason that the processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in us, in particular, so we can perform our statutory duties and encourage people from every background to regularly and meaningfully engage in sport and physical activity, we process personal data:
 - to contact you by telephone and email to obtain information about the sports facilities and to check that the information we hold on the sports facilities is correct;
 - to make the Site available and to customise it and to provide content tailored to individual requirements;
 - to grant and control your access to the Site;
 - to send you a newsletter to inform you of developments to the Site, updates to sporting activities offered in your area or general updates from Sport England;
 - for our internal record keeping requirements, including collection of anonymised details about visitors to the Site to compile aggregate statistics or produce internal reports;
 - for analysis, testing, monitoring, risk management and administrative purposes; and
 - to provide you with updates and information about website downtime, updates and support;
- for the lawful reason that you have provided your informed consent:
 - to maintain the registered account that you hold with us;
- where we have a legal right or duty to use or disclose your information (including for crime and fraud prevention, prospective legal proceedings and/or to establish, exercise or defend our legal rights and related purposes, in which case we will provide you with further information regarding such processing and the lawful basis for such processing as appropriate).

Except as set out in this Privacy Statement, or unless permitted by applicable law, 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.

We will retain your personal data for the lifetime of the Site unless you ask us to remove it sooner.

5. INTERNATIONAL TRANSFERS OF DATA

We do not transfer data outside of the European Economic Area (“EEA”) in order to deliver the Site, although we use Google Analytics for anonymous monitoring of website usage. Google Inc are based

outside the EEA but operate under the Privacy Shield. This ensures your data is protected as though it were being processed in the EEA.

6. SECURITY

We are committed to ensuring that your personal data is secure. 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).

7. LINKS TO OTHER WEBSITES

This Site may contain links to other websites which we think may be of relevance to you. These other websites are not governed by this Privacy Statement.

Once you use the links from this Site to those other websites, the operators of those other websites are responsible for the privacy of any data which you provide to while you are visiting that other website. You should review the privacy policies applicable to any other websites that you visit by following links from this Site. We do not accept any responsibility or liability for these policies or for any personal data that may be collected through these websites or services, such as contact and location data. If you have any questions or concerns about the collection or use of any personal data collected through any other 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 it in accordance with this Privacy Statement.

8. 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 registration 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, you may change your mind at any time disabling or deleting the cookie or amending your cookie settings.

You can ask us to restrict, stop processing, or to delete your personal data if:

- you consented to our processing the personal data, and have withdrawn that consent;
- we no longer need to process that personal data for the reason it was collected;
- the personal data was unlawfully processed;
- you need the personal data to be deleted to comply with a legal obligation; or
- the personal data is processed in relation to the offer of a service to a child.

If you have previously agreed to our use of your personal data, then you may change your mind by contacting us at app.enquiries@sportengland.org.

You may request details of the personal data that we hold about you.

Please write to us at App.Enquiries@sportengland.org or to Sport England, First 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. If you wish to make a complaint to a data protection regulator for any reason, you may contact them at <https://ico.org.uk/concerns/>.