



MANCHESTER
CYCLING ACADEMY

ABC Sports Learning Ltd/Manchester Cycling Academy

PRIVACY POLICY

This privacy policy outlines how we (ABC Sports Learning Ltd/ Manchester Cycling Academy) collect, use, and protect your personal information when you interact with our website, products, and events. We are committed to maintaining your privacy and complying with the General Data Protection Regulation (GDPR) and the Data Protection Act 2018.

Purpose

The purpose of this privacy policy (this "Privacy Policy") is to inform users of the following:

1. The personal data we will collect;
2. Use of collected data;
3. Who has access to the data collected; and
4. The rights of Site users.

This Privacy Policy applies in addition to the terms and conditions of our Site.

GDPR

For users in the European Union, we adhere to the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016, known as the General Data Protection Regulation (the "GDPR"). For users in the United Kingdom, we adhere to the GDPR as enshrined in the Data Protection Act 2018.

Consent

By using our services, users agree that they consent to the conditions set out in this Privacy Policy.

Legal Basis for Processing

We collect and process personal data about users in the EU only when we have a legal basis for doing so under Article 6 of the GDPR.

We rely on the following legal basis to collect and process the personal data of users in the EU:

Processing of user personal data is necessary for us to take, at the request of a user, steps before entering a contract or for the performance of a contract to which a user is a party. If a user does not provide the personal data necessary to perform a contract, you may not be contacted by us.

By using our services, you consent to the collection of your data as outlined in this Privacy Policy.

Where We Collect Our Data From

We collect data from you in various ways to provide and improve our services. This may include information you directly provide during registration, purchase, or communication, as well as data collected automatically through website or social media interactions. Additionally, we may gather data from third-party sources in compliance with applicable laws. By using our services, you consent to the collection of your data as outlined in this Privacy Policy.

Types of Data We Collect

We collect various types of data to enhance our services. This includes personal details such as names, contact information, and payment details for transactions. We also gather user-generated content, communication data, and technical information like IP addresses and cookies for optimising website functionality and user experience.

Examples of data collected, but will not be limited to, are:

- Contact Information: Name, address, email, phone number, social media handles.
- Payment Information: Credit/debit card details, billing address.
- Profile Information: Usernames, passwords, preferences.
- Event and Course Information: Registration details, attendance records.
- Exam and Course Results: Scores, assessments, certifications.
- Communication Data: Correspondence, feedback, survey responses.

Data Collected Automatically

We collect data automatically through website interactions, including clicked links and viewed content. This aids in enhancing user experience and optimising our website. We may also use cookies and similar technologies to personalise content and analyse traffic patterns. You can manage cookie preferences through your browser settings.

Data Collected in a Non-Automatic Way

We may also collect the following data when you perform certain functions on our Site:

1. First and last name;
2. Age;
3. Date of birth;
4. Sex;
5. Email address;
6. Phone number;
7. Address;
8. Payment information; and
9. Auto fill data.

How We Use Personal Data

Data collected on our Site will only be used for the purposes specified in this Privacy Policy or indicated

on the relevant pages of our Site.

The data we collect automatically is used for the following purposes:

1. To optimise our website.
2. To process orders: Fulfilling product orders and processing payments.
3. Communication: Sending order updates, event details, and newsletters.
4. Customer Support: Addressing enquiries and resolving issues.
5. Event Management: Facilitating event registration and attendance.
6. Marketing: Sending promotional offers and updates
7. To contact you

Who We Share Personal Data With

1. Staff and employees. We may disclose user data to any member of our organisation who reasonably needs access to user data to achieve the purposes set out in this Privacy Policy.
2. Third-party Service Providers: Payment processors, learning platforms, marketing tools. Third parties will not be given access to user data beyond what is reasonably necessary to achieve the given purpose.
3. Event Collaborators: Co-hosts, venues, caterers (for event-related information).
4. Educational Partners: For communication, course content, assessments, and certifications.
5. To buyers or potential buyers of this company in the event that we seek to sell the company.
6. Legal Authorities: If required by law or to protect our rights.

Cookies

Cookies are text files placed on your computer to collect standard Internet log information and visitor behaviour information. When you visit our websites, we may collect information from you automatically through cookies or similar technology. For further information, visit www.allaboutcookies.org.

How do we use cookies?

Our Company uses cookies in a range of ways to improve your experience on our website, including:

- Keeping you signed in
- Understanding how you use our website

What types of cookies do we use?

There are a number of different types of cookies, however, our website uses:

- Functionality – Our Company uses these cookies so that we recognize you on our website and remember your previously selected preferences. These could include what language you prefer and location you are in. A mix of first-party and third-party cookies are used.
- Advertising – Our Company uses these cookies to collect information about your visit to our website, the content you viewed, the links you followed and information about your browser, device, and your IP address. Our Company sometimes shares some limited aspects of this data with third parties for advertising purposes. We may also share online data collected through cookies with our advertising partners. This means that when you visit another website, you may be shown advertising based on your browsing patterns on our website.
- [Add any other types of cookies your company uses]

How to manage cookies

You can set your browser not to accept cookies, and the above website tells you how to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.

Other Disclosures

We will not sell or share your data with other third parties, except in the following cases:

How Long We Store Personal Data

User data will be stored until the purpose the data was collected for has been achieved. You will be notified if your data is kept for longer than this period.

How We Protect Your Personal Data

In order to protect your security, we use the strongest available browser encryption and store all of our data on servers in secure facilities. All data is only accessible to our team members. Our team members are bound by strict confidentiality agreements.

While we take all reasonable precautions to ensure that user data is secure and that users are protected, there always remains the risk of harm. The Internet as a whole can be insecure at times and therefore we are unable to guarantee the security of user data beyond what is reasonably practical.

Your Rights as a User

Under the GDPR, you have the following rights:

1. Right to be informed;
2. Right of access;
3. Right to rectification;
4. Right to erasure;
5. Right to restrict processing;
6. Right to data portability; and
7. Right to object.

Children

We collect the personal data of children under 16 years of age to offer and improve our services. We only collect the personal data of children under 16 years of age with the express consent of their parents or guardians. This consent is collected as follows:

1. We encourage everyone who signs up to inform their parent or guardian of their intent to provide us with their data.

How to Access, Modify, Delete, or Challenge the Data Collected

If you would like to know if we have collected your personal data, how we have used your personal data, if we have disclosed your personal data and to who we disclosed your personal data, if you would like your data to be deleted or modified in any way, or if you would like to exercise any of your other rights under the GDPR, please contact our data protection officer here:

Do Not Track Notice

Do Not Track ("DNT") is a privacy preference that you can set in certain web browsers. We do not track the users of our Site over time and across third party websites and therefore do not respond to

browser-initiated DNT signals. We are not responsible for and cannot guarantee how any third parties who interact with our Site and your data will respond to DNT signals.

How to Opt-Out of Data Collection, Use or Disclosure

In addition to the method(s) described in the *How to Access, Modify, Delete, or Challenge the Data Collected* section, we provide the following specific opt-out methods for the forms of collection, use, or disclosure of your personal data specified below:

You can opt-out by clicking unsubscribe in the email footer.

Modifications

This Privacy Policy may be amended from time to time in order to maintain compliance with the law and to reflect any changes to our data collection process. When we amend this Privacy Policy we will update the "Effective Date" at the top of this Privacy Policy. We recommend that our users periodically review our Privacy Policy to ensure that they are notified of any updates. If necessary, we may notify users by email of changes to this Privacy Policy.

Complaints

If you have any complaints about how we process your personal data, please contact us through the contact methods listed in the *Contact Information* section so that we can, where possible, resolve the issue. If you feel we have not addressed your concern in a satisfactory manner you may contact a supervisory authority. You also have the right to directly make a complaint to a supervisory authority. You can lodge a complaint with a supervisory authority by contacting the Information commissioner's office.

Contact Information

If you have any questions, concerns or complaints, you can contact our data protection officer. You can contact us:

By Email: team@manchestercyclingacademy.co.uk

By Phone: 07977 486236

Or you can write to us at: Unit 23. Poplar. Manchester M19 2GS.

Signature:

A handwritten signature in black ink that reads "Stefan Hopewell". The signature is written in a cursive style with a horizontal line underneath the name.

Stefan Hopewell
Director

Review

This policy will be reviewed on 15th January 2025