



Privacy Policy

Synergy Sports Coaching Ltd trading as Synergy Education Group

Last updated: October 2026

1. Introduction

At Synergy Education Group, we are committed to protecting your privacy and ensuring that personal information is handled safely, securely and responsibly.

This Privacy Policy explains how we collect, use, store and share personal information when you visit our website, contact us, make a booking or participate in our services.

Our services include school PE and sports coaching, curriculum support, extracurricular activities, after-school clubs, holiday camps, enrichment programmes and other educational and sporting activities.

We recognise that much of our work involves children and young people, and we take our responsibilities for protecting their personal information particularly seriously.

This policy applies to personal information processed by Synergy Sports Coaching Ltd, trading as Synergy Education Group.

We process personal information in accordance with applicable UK data protection legislation, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

2. Who We Are

Synergy Sports Coaching Ltd is the organisation responsible for determining how and why personal information is processed for the activities described in this policy, where we act as a data controller.

Legal company name: Synergy Sports Coaching Ltd

Trading name: Synergy Education Group

Website: www.synergyeducationgroup.co.uk

Email: info@synergysportscoaching.co.uk

Telephone: 01522 396039

Registered office: Greetwell Place, Limekiln Way, Lincoln, LN2 4US

For some services delivered on behalf of schools or other organisations, we may act as a data processor, following the instructions of the organisation responsible for the information.

3. Information We Collect

Depending on how you interact with us, we may collect the following information.

Parents, Carers and Customers

- Full name
- Email address
- Telephone number
- Home or billing address, where required
- Booking and payment information
- Emergency contact details
- Communications and enquiries
- Marketing preferences

Children and Young People

When a child participates in our activities, we may collect:

- Full name
- Date of birth and age
- School and school year group
- Relevant medical conditions and allergies
- Disabilities, special educational needs or additional support requirements
- Emergency contact information
- Authorised collection arrangements
- Relevant safeguarding or welfare information
- Attendance and participation records

We only collect information that is relevant and necessary for providing our services, supporting children's individual needs and maintaining a safe environment.

Schools and Professional Contacts

We may collect professional contact details from school staff, educational organisations, local authorities and other partners, including names, job titles, work email addresses, telephone numbers and correspondence.

Website Visitors

When you visit our website, we may collect technical information such as your IP address, browser type, device information, pages visited and interactions with our website.

Where required, we obtain your consent before using non-essential cookies or similar tracking technologies.

4. How We Use Personal Information

We use personal information to:

- Manage bookings, registrations and payments
- Deliver PE lessons, sports coaching, clubs and holiday activities
- Allocate children to appropriate age groups and activities
- Support children's health, safety and individual needs
- Contact parents and carers regarding bookings and activities
- Maintain attendance and participation records
- Communicate with schools and partner organisations
- Administer funded programmes, including Holiday Activities and Food (HAF)
- Meet safeguarding and child protection responsibilities
- Respond to enquiries, complaints and requests
- Maintain accurate financial and administrative records
- Improve our services and website
- Send marketing communications where permitted

We do not sell personal information to third parties.

5. Our Legal Basis for Processing Information

Under UK GDPR, we must have a lawful basis for processing personal information.

Depending on the circumstances, we may rely on:

Contractual necessity: Where information is required to process bookings, administer registrations or deliver services under an agreement.

Legal obligation: Where processing is necessary to comply with applicable legal requirements.

Legitimate interests: Where processing is necessary for the legitimate operation, administration, security or improvement of our services, provided those interests are not overridden by individuals' rights and freedoms.

Consent: Where we ask for permission to use information for particular purposes, including certain marketing activities.

Vital interests: In exceptional circumstances where processing is necessary to protect someone's life.

Where we process special category information, such as health information, we also identify an appropriate additional condition under Article 9 of UK GDPR and, where applicable, the Data Protection Act 2018.

We do not assume that a general booking agreement or privacy policy acknowledgement constitutes explicit consent to process special category information.

6. Children's Information and Safeguarding

Protecting children and young people is central to our work.

We may collect information about medical conditions, allergies, disabilities, additional support requirements and emergency arrangements to help us provide appropriate activities and maintain a safe environment.

Access to this information is restricted to authorised individuals who require it for their responsibilities.

Relevant information may be shared with schools, parents or carers, emergency services, safeguarding professionals or appropriate authorities where there is a lawful basis for doing so.

Where safeguarding concerns arise, we may need to record, retain or disclose relevant information in accordance with applicable legal requirements and safeguarding responsibilities.

We will not use children's medical or safeguarding information for marketing purposes.

7. School-Based Services

When delivering PE lessons, curriculum support, enrichment activities or extracurricular provision on behalf of schools, we may receive information from the school necessary to deliver those services.

Depending on the arrangement, the school may be the data controller and Synergy Sports Coaching Ltd may act as a data processor.

Where appropriate, information-sharing or data-processing arrangements will establish the responsibilities of each organisation.

We only use school-provided information for authorised purposes and in accordance with the applicable agreement and data protection requirements.

8. Holiday Camps and Funded Programmes

When administering holiday camps and funded activities, including HAF provision, we may process information relating to:

- Participant eligibility
- Bookings and attendance
- Dietary and medical requirements
- Emergency contacts
- Additional support needs
- Programme monitoring and reporting

Where necessary and lawful, information may be shared with the relevant local authority, programme administrator, booking provider or delivery partner.

For funded programmes, some information may be required to demonstrate eligibility, confirm attendance, administer funding or meet reporting obligations.

We aim to share only the information necessary for the relevant purpose.

9. Marketing Communications

We may send information about our services, clubs, holiday camps, events and other activities by email or SMS where permitted by applicable law.

We use **Brevo**, a third-party communications platform, to manage marketing communications and subscriber preferences.

Personal information processed through Brevo may include names, email addresses, telephone numbers and communication preferences.

Where consent is required, we will request it before sending marketing communications.

Where legally permitted, we may rely on an applicable existing-customer marketing exception, subject to the relevant requirements and opt-out opportunities.

You can withdraw marketing consent or opt out of marketing communications at any time by using the unsubscribe link in our emails or contacting us directly.

Opting out of marketing will not prevent us from sending essential communications relating to bookings, safeguarding or services you have requested.

10. Sharing Personal Information

We may share personal information with trusted organisations where necessary and lawful, including:

- Schools and educational partners
- Local authorities and funded programme administrators
- Booking and registration platforms
- Payment processing providers
- Email and communications providers, including Brevo
- Website hosting, IT and technical support providers
- Professional advisers where necessary
- Emergency services and safeguarding authorities
- Regulators or other authorities where required by law

Third-party service providers processing personal information on our behalf are expected to apply appropriate data protection and security measures.

We do not sell personal information or share it with unrelated organisations for their own marketing purposes without an appropriate lawful basis.

11. International Data Transfers

Some technology and communications providers may process or store personal information outside the United Kingdom.

Where personal information is transferred internationally, we take steps to ensure that an appropriate lawful transfer mechanism and relevant safeguards are in place, as required by UK data protection legislation.

These may include UK adequacy regulations or approved contractual safeguards, depending on the destination and circumstances.

12. How We Protect Information

We take reasonable technical and organisational measures to protect personal information against unauthorised access, accidental loss, misuse, alteration or disclosure.

These measures may include:

- Access controls and password protection
- Secure digital systems and restricted permissions
- Appropriate staff confidentiality requirements
- Staff training and safeguarding procedures
- Secure handling of children's medical and personal information
- Appropriate arrangements with external service providers
- Procedures for responding to suspected personal data breaches

Access to personal information is limited according to operational responsibilities.

Although we take appropriate precautions, no method of electronic storage or transmission can be guaranteed to be completely secure.

13. How Long We Keep Information

We retain personal information only for as long as necessary for the purposes for which it was collected, including relevant legal, financial, contractual and safeguarding requirements.

Different categories of information may have different retention periods.

For example:

- Booking and attendance records are retained according to operational, contractual and applicable legal requirements.
- Financial records are retained for the periods required by relevant tax and accounting legislation.

- Children's medical and safeguarding information is retained according to the applicable legal requirements, safeguarding guidance and our retention procedures.
- Marketing contact information is retained while there is an appropriate basis for continued marketing, subject to withdrawal of consent, objections and periodic review.
- Enquiry information is retained only as long as reasonably necessary to respond and manage related matters.

At the end of the relevant retention period, information will be securely deleted, anonymised or otherwise disposed of appropriately.

14. Your Data Protection Rights

Under UK data protection legislation, you may have the right to:

- **Access:** Request a copy of personal information held about you.
- **Rectification:** Request correction of inaccurate or incomplete information.
- **Erasure:** Request deletion of personal information in certain circumstances.
- **Restriction:** Request that we restrict the processing of information in certain circumstances.
- **Objection:** Object to certain processing, including direct marketing.
- **Data portability:** Request transfer of eligible personal information in a structured, commonly used, machine-readable format.
- **Withdraw consent:** Withdraw consent where processing relies on consent.

These rights are subject to applicable legal conditions and exceptions.

Parents and carers may be able to exercise certain rights on behalf of their children, depending on the child's age, understanding and circumstances.

To make a request, please contact:

info@synergysportscoaching.co.uk

We will respond within the timescales required by applicable data protection legislation, normally within one month of receiving a valid request.

15. Cookies and Website Analytics

Our website may use cookies and similar technologies to support its functionality, understand visitor behaviour and improve the user experience.

These may include:

Essential cookies: Necessary for the website to function correctly.

Analytics cookies: Used to understand how visitors interact with our website.

Marketing cookies: Used, where applicable, to measure advertising performance or support relevant marketing.

Where legally required, non-essential cookies and tracking technologies will only be activated after visitors have provided valid consent.

Visitors should be able to reject non-essential cookies and change their preferences.

Further information is available in our separate Cookie Policy.

16. Links to Other Websites

Our website may contain links to external websites, booking platforms or third-party services.

We are not responsible for the privacy practices of independently operated websites.

We encourage visitors to review the privacy policies of external organisations before providing personal information.

17. Photography and Promotional Materials

During some activities, photographs or videos may be taken for authorised operational, educational or promotional purposes.

Where consent is required for promotional use, we will obtain the appropriate permission before publishing identifiable images of children.

We respect relevant photography restrictions and safeguarding considerations.

Permission for promotional photography can be withdrawn for future use by contacting us, subject to any applicable limitations.

18. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes to our services, technology, legal requirements or data protection practices.

The latest version will be published on our website with an updated revision date.

Where significant changes affect how personal information is processed, we will provide additional information where required.

19. Contact Us

If you have questions about this Privacy Policy, wish to exercise your data protection rights or have concerns about how your information is handled, please contact:

Synergy Sports Coaching Ltd
Trading as Synergy Education Group

Email: info@synergysportscouching.co.uk

Telephone: 01522 396039

Website: www.synergyeducationgroup.co.uk

Registered office: [Insert and verify registered company address]

20. Complaints

If you are concerned about how we have handled your personal information, we encourage you to contact us so that we can investigate your concerns.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK's independent data protection regulator.

Information Commissioner's Office

Website: <https://ico.org.uk>

Telephone: 0303 123 1113

You do not have to contact us before raising a complaint with the ICO.