

PRIVACY POLICY

World Academy of Sport Services Ltd is committed to respecting the privacy of the users of our websites, including worldacademysport.com (the **Website**) and those who participate in our courses.

The following statement explains our policy regarding the personal information we collect from you in connection with your use of our Website and participation in courses. References to **we**, **our** or **us** in this privacy policy are to World Academy of Sport Services Ltd.

We are registered in England and Wales under company number 5960091 and our registered office is at C/O Moore Stephens Centurion House, 129 Deansgate, Manchester, United Kingdom, M3 3WR. However, any correspondence for us should not be sent to this address but to the address set out in paragraph 10.

1. **PERSONAL INFORMATION**

- 1.1 When you use the Website, in particular if you register an online account with us or apply to participate in one of our courses, you will provide us with personal information about you such as your name, address, nationality, gender, date of birth, telephone numbers and email address (**'personal information'**). We will only use your personal information in accordance with applicable data protection legislation, including the Data Protection Act 2018 and the General Data Protection Regulation.
- 1.2 The personal information is necessary or desirable in order that we can properly administer your account and for the purposes described in paragraph 2 below. If you do not agree to us holding this information about you, please do not register.
- 1.3 If you attend one of our courses in person we may ask you to provide further information about yourself, such as any accessibility requirements you may have. It is your decision as to whether you provide more information to us and you should only provide this information if you are comfortable with us storing it and using it to provide courses, content and information to you as described in this privacy policy. However, please be aware that our ability to provide the course to you may be adversely affected if you do not provide important information about yourself when we request that you do so.
- 1.4 You are entitled by law to ask for a copy of your personal information at any time. Please contact us using the details in paragraph 10. We may charge you a fee for this which shall not exceed £10. You are entitled to ask us to correct or update your personal information at any time by contacting us at the address set out in paragraph 10.

2. **USES MADE OF THE INFORMATION**

- 2.1 We (and the University of London) may use your personal information for the purposes of:
 - 2.1.1 delivering courses to you (online or in person);
 - 2.1.2 corresponding with you about any enquiry or application that you may send to us;
 - 2.1.3 authorising payments and/or sending a bill to you;
 - 2.1.4 maintaining the account you hold with us;
 - 2.1.5 ensuring that our Website is presented in the most effective manner for you and your computer;
 - 2.1.6 providing you with information, products and/or courses / services that you request from us or which we feel may interest you, or undertaking surveys or market research, where you have consented to be contacted for such a purpose;
 - 2.1.7 notifying you about a change to our Website or courses / services; and
 - 2.1.8 record-keeping and tracking your use of the Website through use of cookies and log files (see paragraphs 5 and 6 below).
- 2.2 If you do not want us to contact you in the way set out at paragraph 2.1.6 you can "opt out" by indicating this when submitting email forms on the Website or by contacting us as described in paragraph 10.

2.3 Where we offer an online course, the course may contain an assessment element which provides a score or other feedback as a result of the answers that you submit. The score or feedback may be automatically calculated based on your responses based on pre-programmed assessment criteria.

2.4 By using our Website and submitting personal information, you consent to us using your personal information in the way described in this privacy policy. You have the right to withdraw this consent at any time, which you may do by contacting us as described in paragraph 10. Please note however that the withdrawal of your consent will not affect any use of the data made before you withdrew your consent.

3. **DISCLOSURE OF YOUR INFORMATION**

You consent to us (and the University of London) disclosing your personal information to third parties in circumstances as listed below

3.1

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3.2

if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply such other terms as apply to our relationship, or to protect the rights, property, or safety of our customers, ourselves or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction; and

3.3

if we determine that such disclosure is necessary in connection with any investigation or complaint regarding your use of the Website.

4. **RETENTION, UPDATING AND REMOVAL OF YOUR PERSONAL INFORMATION**

4.1

Where you provide us with personal information during the course of your usage of the Website, we may retain this information for future use, including:

4.1.1

to speed up your future use of the Website, for example retaining information you submitted during the registration process to avoid you needing to re-enter this if you wish to apply for another course;

4.1.2

for record keeping purposes, such as keeping a record of which courses you have participated in and your performance in those courses;

4.1.3

for exercising our rights, such as seeking payment from you (where applicable); and/or

4.1.4

to provide on-going services.

4.2

The duration for which we retain your personal information will differ depending on the type of information and the reason why it was submitted. However, in some cases personal information may be retained on a long term basis: for example, basic personal information about you will normally be retained for so long as you maintain an account with us, and personal information that we need to retain for legal purposes will normally be retained for at least six years in accordance with usual commercial practice and regulatory requirements.

4.3

You are responsible for ensuring that the personal information that we hold about you is accurate and up-to-date, and you should check it on a regular basis. Much of the personal information that we hold about you can be updated through our Website, and where this personal information changes you can update it yourself. If you are unable to do this however you can contact us using the details in paragraph 10 and, where appropriate, we will update the relevant personal information for you.

4.4

If you wish to close your account with us please contact us. The closure of your account will result in the deletion of some of the personal information that we hold about you, but we may still retain some personal information, for example for record keeping purposes or otherwise in accordance with our terms of use.

4.5

You may in certain circumstances be entitled to request the erasure of personal information that we hold on you. To make a request of this nature, please contact us, providing full details of the personal information you want to be erased and the reason(s) for your request. We will consider all requests upon receipt and confirm to you whether we are able to agree to your request.

4.6 Please be aware that the erasure of personal information that we hold about you may affect our ability to provide the Website and the services associated with it to you and in some cases our acceptance of an erasure request may require the closure of your account, your withdrawal from a course that you have applied for or the cancellation of any certification or accreditation that you have been awarded.

5. **COOKIES**

5.1 Certain parts of our Website use "cookies" to keep track of your visit and to help you navigate between sections. A cookie is a small data file that certain websites store on your computer's hard-drive when you visit such websites. Cookies can contain information such as your user ID and the pages you have visited. The only personal information a cookie contains is information that you have personally supplied.

5.2 We use cookies on the Website to enable us to deliver content that is specific to your interests and gives us an idea of which parts of the Website you are visiting and to recognise you when you return to the Website. Reading cookies does not give us access to other data on your computer's hard-drive and our Website will not read cookies created by other websites that you have visited.

5.3 Our Website also uses Google Analytics to capture and analyse site statistics. Google Analytics is a cookie-based analytics program that uses cookies to track website activity. Google Analytics typically collects, at least temporarily, information about your use of our Website, including IP address, network location, hostname, web pages requested, referring web page, browser used and date and time. For more information see Google's privacy policy and Google Analytics terms of service at www.google.com.

5.4 You may refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies. If, however, you select this setting you may be unable to access certain parts of the Website. Unless you have adjusted your browser settings so that it will refuse cookies, our system will issue cookies when you access the Website.

5.5 Please note providers of third party content may also use cookies over which we have no control.

6. **LOG FILES**

6.1 In common with most websites, our Website logs various information about visitors, including internet protocol (IP) addresses, browser type, internet service provider (ISP) information, referring / exit pages and date / time stamp.

6.2 We may use this information to analyse trends, administer the Website, track your movement around the Website and gather broad demographic information. However, we do not link this information to personally identifiable information.

7. **SECURITY**

7.1 The Website has numerous security measures in place to protect the loss, misuse and alteration of information under our control, such as passwords and firewalls. We cannot, however, guarantee that these measures are, or will remain, adequate. We do, however, take data security seriously and will use our reasonable endeavours to protect the integrity of the information you provide.

7.2 If you register to use secured parts of the Website you will be asked to create a password. You must keep this password confidential and must not disclose it or share it with anyone. You will be responsible for all activities that occur under your password. If you know or suspect that someone else knows your password you should notify us immediately at the address provided in paragraph 10 below. If we have reason to believe that there is likely to be a breach of security or misuse of the Website, we may require you to change your password or we may suspend your account until your identity has been verified and the account has been satisfactorily secured.

7.3 Our Website may, from time to time, contain links to and from other websites. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

8. **ISSUES AND COMPLAINTS**

8.1 In the unlikely event that you have any concerns about how your personal information is being used, please contact us as described in paragraph 10. This includes situations where you want to request the recertification or erasure of your personal information, restrictions to be placed around how we use your personal information, or to object to a particular use.

8.2 If you make a complaint about our handling of your personal information, it will be dealt with in accordance with our complaints handling procedure. In the first instance it will be reviewed by our customer care team who will respond to you within 28 days. If you are dissatisfied with this response you may request that your complaint be escalated, in which case it will be passed to a senior person in our business who will review your complaint and the initial response and provide a further response within 28 days of your request to escalate the matter.

8.3 If we are unable to resolve your complaint, you may make a complaint to the Information Commissioner's Office. Please see <https://ico.org.uk/for-the-public/raising-concerns/> for more information.

9. **CHANGES TO THE PRIVACY POLICY**

We reserve the right to alter this privacy policy at any time. Such alterations will be posted on the Website by us. It is important that you read any such alterations as and when they are posted on the Website by us and should you object to any alteration, please contact us as described in paragraph 10.

10. **CONTACTING US**

If you need to contact us about this policy or any matters relating to the personal information we hold on you, you can write to us at World Academy of Sport, 52 Granby Row, Manchester, M1 7AY, United Kingdom or email us at info@worldacademysport.com.

11. **FURTHER INFORMATION**

11.1 We hope that the contents of this privacy policy address any queries that you may have about the personal information we may hold about you and how we may use it. However, if you do have any further queries, comments or requests, please contact us as described in paragraph 10 above.

11.2 Whilst this privacy policy sets out a general summary of your legal rights in respect of personal information, this is a very complex area of law. More information about your legal rights can be found on the Information Commissioner's website at <https://ico.org.uk/for-the-public/>.