

## SPORTSPARK PRIVACY NOTICE

### 1. Introduction

This notice applies to people who use the University's Sportspark services, including those offered by the Sportspark website. It outlines what you can expect when the Sportspark processes your personal information.

From time to time, the Sportspark may need to collect and use your information in ways that are not described in this notice. If we do, we will let you know by means of a separate notice, seeking your consent where appropriate.

The Sportspark is part of the University of East Anglia, which is a registered data controller. We will collect and use information about students and other customers in accordance with UK data protection law.

### 2. What information do we collect about you?

Most of the information we use is collected from you, either directly (for example when you fill in a form) or as a result of your actions, (for example when you book a session we create a record of your activities).

The information we collect is as follows.

- Full name, including title
- Staff or student card number (where relevant)
- Date of Birth
- Telephone numbers
- Email address
- Place of residence, including postcode
- Direct debit information (if on a monthly membership)
- Usage information- For example: How often you use our facilities or what activities you book.
- If you are a student or staff member who wishes to use Sportspark facilities we will obtain your name and staff/student card number directly from records held by the University.

#### 2.1. Obtaining data from third parties

While we may receive statistical information about participation in events or classes from other organisations or individuals, such as Active Norfolk, Norfolk Sports Academy and BUCS, this information cannot be linked back to any individual.

If we do obtain your personal information from another organisation, we will inform you of this fact within a reasonable period of having obtained the data (within one month, at the time we first get in touch with you, or when we need to share the data with another party – whichever is soonest).

### 3. How will we use information about you?

3.1 We need the information described in section 2 in order to provide you with the Sportspark services and facilities you have requested, for example booking of sessions. We will send you communications to enable you to use our facilities and ensure we manage your membership expectations, including by sending you membership renewal emails and information. We will also share basic customer data with Sport England, as required by our agreement with them (see section 4)

3.2 If we have your consent, we will also use your information for marketing purposes, for example to inform you of offers and events that may be of benefit or improve your experience. Where we require your consent to use information we will ask separately, at the time you first engage with the service, and you will always have a right to withdraw that consent.

3.3 It is in the interests of the Sportspark to improve and enhance our facilities and services, ensuring we are providing the best possible service to our users. To help us do this, we will use some from Sportspark user information, provided this use will not damage your rights, interests or freedoms. We will:

- Send you monthly email newsletters to update you on Sportspark news and events
- Aggregate and analyse Sportspark usage records, to build a picture of how people access the Sportspark.
- We may also share data with other parties listed in section 4, for the purposes of national benchmarking on physical activity (Sport England) and, for students only, determining participation in sports within a university environment in order to receive funding (Bucs and other National Governing Bodies)

### 4. Who has access to your data?

Sportspark staff access to your personal data will be restricted to those individuals whose roles require use of such data for any of the purposes listed above.

We do not sell your data, or share it with organisations other than those described below, unless required by law.

We use third party organisations, known as data processors, to provide certain services on our behalf. In order to deliver these services, these organisations may have access to Sportspark user data. We are required to have contracts in place with each of these data processors. This means that they cannot do anything with your personal information unless we have instructed them to do it. They will hold it securely and retain it for the period we instruct.

We use the following external services to help us provide our services:

<b>Name of organisation</b>	<b>What the service does</b>	<b>What data do they have access to?</b>
Gladstone	Determine member behaviours, for communication and membership processing purposes	Membership categories and personal details including d.o.b, postcode and contact number

Hattrick	Member demographics for marketing	Sportspark user postcodes and participation levels
LeisureNet	Communication for annual customer experience and Net Promoter Score (NPS) surveys	Email details for survey feedback communication
Leisure data base	Member behaviour analysis to assist marketing strategies	Member demographics and attendance figures
MailChimp	Email communication system	Sportspark user email addresses

The University also shares information with other data controllers. When we share data in this way, the other organisation will exercise control over how the information will be used.

Disclosure to	Details of data shared
Sport England	Attendance, gender, d.o.b & postcode
BUCS (Students only)	Attendance, gender, d.o.b & postcode
National governing bodies (Students Only)	Attendance, gender, d.o.b & postcode

The organisations with whom we share data also have an obligation to tell you how they will use your information. We advise you to look at their privacy notices/policies. If you require any assistance with this, please contact us [dataprotection@uea.ac.uk](mailto:dataprotection@uea.ac.uk)

## Further details

For general information on your data protection rights, who to contact if you have a complaint or a concern, and other information about data protection at the University of East Anglia that you might find helpful, see <https://portal.uea.ac.uk/information-services/strategy-planning-and-compliance/regulations-and-policies/information-regulations-and-policies/data-protection/further-information>.

## Changes to this privacy notice

We regularly review the Sportspark privacy notice. This privacy notice was last updated in December 2017.