

Privacy Policy

The Badminton Zone Limited.

We ask that you read this Website Privacy Policy carefully as it contains important information relating to your personal information and how we use it. It sets out who we are, how and why we collect, store, use and share personal information, your rights in relation to your personal information and on how to contact us and supervisory authorities in the event you have a complaint.

This website Privacy Policy is divided into the following sections:

- Who we are
- Our Website
- Our collection and use of your personal information
- Transfer of your information out of the EEA
- Cookies and similar technologies
- Marketing
- Your rights
- Keeping your personal information secure
- How to complain
- Changes to this website Privacy Policy
- How to contact us
- Do you need extra help?

Who we are

This Website is operated by The Badminton Zone Limited, company registration number 15203807. We are providing a digital platform for badminton coaching and for more information see www.thebadmintonzone.com.

Provision of the Website, Content and Services fall under our Terms and Conditions.

We collect, use and are responsible for certain personal information about you. When we do so we are regulated by specific legislation and we are responsible as 'controller' of that personal information for the purposes of those laws.

Our Website

This Privacy Policy relates to your use of our Website (www.thebadmintonzone.com).

Throughout our Website we may link to other websites owned and operated by certain trusted third parties to (e.g. to badminton national governing bodies or to make additional content or services available to you). These other third-party websites may also gather information about you in accordance with their own separate privacy policies. For privacy information relating to these other third-party websites, please consult their privacy policies as appropriate.

Our collection and use of your personal information

We collect personal information about you in the following ways:

- when you register an account with us for a Free Trial;
- when you sign up to a subscription for a Paid Membership;
- when you access our Website via generic cookies;
- when you contact us directly

- when you complete customer surveys or participate in competitions via our website.

We collect this personal information from you either directly, such as when you create an account with us for a Free Trial or Paid Membership, contact us or indirectly, such as your browsing activity while on our website (see 'Cookies' below).

This Website is not intended for use by children under the age of 18 and we do not knowingly collect or use personal information relating to children.

Our legal basis for processing your personal information

When we use your personal information, we are required to have a legal basis for doing so. There are various different legal bases upon which we may rely, depending on what personal information we process and why.

The legal bases we may rely on include:

- consent: where you have given us clear consent for us to process your personal information for a specific purpose
- contract: where our use of your personal information is necessary for a contract we have with you, or because you have asked us to take specific steps before entering into a contract
- legal obligation: where our use of your personal information is necessary for us to comply with the law (not including contractual obligations)
- legitimate interests: where our use of your personal information is necessary for our legitimate interests or the legitimate interests of a third party (unless there is a good reason to protect your personal information, which overrides our legitimate interests)

The personal information we collect from you, when and how we use it

We require you to provide your name, address email address, country of residence and age bracket to enable us to create your account and provide you with access to our Website for the Free Trial. Additionally, we will require payment details to allow you to access our paid for Content and to upgrade to a paid subscription and Paid Membership

We will inform you at the point of collecting information from you, whether you are required to provide the information to us.

For further details on when we collect personal information, what we collect as well as how we use it, please read the following table:

<u>When information is collected</u>	<u>What information we ask for</u>	<u>Why we use your information</u>
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<p>When you register with us</p>	<p>This is the personal information provided by you or collected by us to enable you to sign up for an account to use our Website. This includes your name, email address, address, age bracket and country of residence.</p>	<p>We ask for this:</p> <ul style="list-style-type: none"> – to create and manage your account with us – to communicate with you about your account – to provide services to you <p>The lawful bases we rely on are:</p> <p>performance of a contract and legitimate interest as the lawful basis for collecting and using your personal information.</p> <p>Our legitimate interests are to improve your experience and deliver the service to you.</p> <p>We will keep this information until:</p> <ul style="list-style-type: none"> – you close your account with us; or – we close your account
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<p>When we provide services and content to you, through your use of our Service</p>	<p>Service usage data. This is personal information that is collected about you when you are using our Service via our Website. This may include:</p> <ul style="list-style-type: none"> – Information about your subscription plan – Information about your interactions with our service, including the content you view – Technical data such as URL information, cookie data, your IP address and the type of device you are sign to access the website or app, network connections, browser type. Full details of the technical data we collect 	<p>To provide and improve and personalise the service provided to you via our website. provided by us, e.g. by providing customised or personalised content or recommendations, and advertising on our website (including for third party products and services).</p> <p>To understand how you use our service to ensure technical functionality and to inform our technical roadmap.</p> <p>The lawful bases we rely on are</p> <ul style="list-style-type: none"> – Performance of contract – Legitimate interests, including improving your customer experience and website development
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	is set out in our cookie section below.	and enhancement for your use.
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Who we share your personal information with

We may share your personal information with third parties of which they will always be detailed within our Privacy Policy.

For a list of third parties involved in delivery of the Services and those potentially involved with your data from time to time, and why, see the table below. In some instances, data will only be shared where you opt in for such data sharing.

We will share personal information with law enforcement or other authorities if required by applicable law.

Companies involved in delivery of Services	How your personal data is involved.
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Stripe – subscription billing platform

Stripe – they are the billing platform used for entering into paid subscriptions.

You enter your personal details directly within their platform for payment.

The Badminton Zone Limited **do not** share any of your personal details with Stripe and we do not have any visibility of your payment details which you share directly with Stripe for processing your payment.

Your data is managed in line with the privacy policy underpinning the Stripe payment platform.



<p>Badminton England</p>	<p>Badminton England is the National Governing Body for badminton in England.</p> <p>Upon signing up for an account, users have the option to opt-in for their data to be shared with Badminton England to enable them to hear about the benefits of Badminton England membership and to hear more about their badminton services in England. Your data would then be managed in line with Badminton England’s own privacy policy.</p>
<p>Made Simple Media</p> <p><u>Ecosystem of IT infrastructure:</u> Krystal Hosting,</p>	<p>Made Simple Media – website developer/IT support / website hosting.</p> <p>Made Simple Media are GDPR compliant and have limited administrator technical rights to the website for the purposes of supporting the IT technical changes and roadmap required.</p> <p>Access to video hosting servers does not enable visibility of your personal data.</p> <p>These suppliers are GDPR compliant and where they are</p>

<p>Bunny.net</p> <p>Mailerlite</p>	<p>involved in hosting of our data— access to video hosting servers does not enable visibility of your personal data.</p>
<p>Law Enforcement and data protection authorities</p>	<p>Personal data sharing would only happen here where requested via legal obligation, court orders or applicable laws.</p> <p>Additionally we will share your personal information where we believe that it is necessary for the purpose of our own, or a third party’s legitimate interest relating to national security, law enforcement, litigation, criminal investigation</p>
<p>Purchasers of our business</p>	<p>Should we sell our business or company, we will share all of the personal information we hold with the purchaser, in order to facilitate a smooth transition and not to affect or impact upon the delivery of the service to you. You will be notified of any change in the Privacy Policy.</p>

We will not share your personal information with any other third party.

Transfer of your information out of the EEA

Your personal information is not currently transferred outside of the UK or European Economic Area (EEA). Any changes to our set up and Privacy Policy would be notified to you in line with our Policy and regulations.

Cookies and similar technologies

A cookie is a small text file which is placed onto your device (e.g. computer, smartphone or other electronic device) when you use our website. We use cookies and other similar tracking technologies to help us recognise you and your device and store some information about your preferences or past actions.

Cookies are typically quite standard technologies used by websites to remember information about you or your preferences so that when you visit the website again, it can personalize your experience and make it more convenient for you. They help websites work better and remember things you have done. Cookie use is not mandatory and users are given a choice as per industry best practice.

For further information on cookies generally visit www.aboutcookies.org or www.allaboutcookies.org.

Marketing

From time to time, we may want to send you information about competitions, special offers or our newsletter, which may be of interest to you. Where we have your consent or it is in our legitimate interests to do so, we may do this by email.

We will only ask whether you would like us to send you marketing messages when you tick the relevant boxes when you register an account with us.

If you have previously agreed to being contacted in this way, you can unsubscribe at any time by:

- contacting us at: support@thebadmintonzone.com
- using the 'unsubscribe' link in emails
- It may take up to 7 days for this to take place.

For more information on your rights in relation to marketing, see 'Your rights' below.

Your rights

Under the General Data Protection Regulation you have a number of important rights free of charge. In summary, those include rights to:

- access to your personal information and to certain other supplementary information that this Privacy Policy is already designed to address
- require us to correct any mistakes in your information which we hold
- require the erasure of personal information concerning you in certain situations
- receive the personal information concerning you which you have provided to us, in a structured, commonly used and machine-readable format and have the right to transmit those data to a third party in certain situations
- object at any time to processing of personal information concerning you for direct marketing
- object in certain other situations to our continued processing of your personal information

If you would like to exercise any of those rights, please:

- email or write to us
- let us have enough information to identify you (e.g. name, address, email address etc),
- let us have proof of your identity and address (a copy of your driving licence or passport and a recent utility or credit card bill), and
- let us know the information to which your request relates

Keeping your personal information secure

We have appropriate security measures in place to prevent personal information from being accidentally lost or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

If you want detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit www.getsafeonline.org. Get Safe Online is supported by HM Government and leading businesses.

How to complain

We hope that we can resolve any query or concern you raise about our use of your information.

The General Data Protection Regulation also gives you right to lodge a complaint with a supervisory authority. The supervisory authority in the UK is the Information Commissioner who may be contacted at <https://ico.org.uk/concerns/>

Changes to this website Privacy Policy

We may change this Privacy Policy from time to time, when we do we will inform you via email.

How to contact us

Please contact us if you have any questions about this Privacy Policy

If you wish to contact us please send an email to:
support@thebadmintonzone.com

Do you need extra help?

If you would like this Privacy Policy in another format (for example: audio, large print) please contact us (see 'How to contact us' above).