



# Privacy Policy

**State of Mind Sport**

**Last updated:** January 2026

We want everyone who supports us or uses our services to feel **confident and comfortable** with how we look after your personal information. This Privacy Policy explains how we collect, use, store, share and protect your personal data when you interact with us and use the **State of Mind Sport** website ([www.stateofmindsport.org](http://www.stateofmindsport.org)) and related activities.

**Personal information** means any information that could identify you.

Please read this policy carefully. We may update it from time to time, and the latest version will be available on our website.

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## 1. Who We Are

State of Mind Sport (“we”, “us”, “our”) is a **UK-registered charity** using the power of sport to promote positive mental health and wellbeing, raise awareness, deliver training, and encourage open conversations. We are the **data controller** of your personal data for the purposes of the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

If you have questions about this policy or how we handle your data, please contact:

- **Email:** [info@stateofmindsport.org](mailto:info@stateofmindsport.org)



- **Address:** State of Mind Sport, 665 Knutsford Road, WARRINGTON, WA4 1JJ
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## 2. How We Collect Information About You

We collect personal information about you:

- **Directly from you** when you make enquiries, donate, register for events, sign up for emails, book training, or otherwise interact with us.
- **Through website activity** when you use our site (e.g., using cookies and tracking technologies – see our Cookies Policy).
- **From third parties** when you interact with our partners or services acting on our behalf (e.g. event or donation platforms).

We may also obtain information from **publicly available sources** to help tailor communications and understand supporter interests.

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## 3. What Personal Data We Collect and Why

### Personal Information

This may include:

- Your name, address, email, phone number
- Donation or transaction information
- Training/event bookings or registration details
- Communications you send us (including feedback or enquiry information)

We collect and use this information so that we can:

- Process donations and other transactions
- Provide services, goods or training you request



- Send administrative messages about your interactions with us
- Communicate with you about our work, impact and opportunities to support us
- Improve our website, products and services

If you do not provide this information, we may be unable to process your donation, register you for an event, or fulfil your request.

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## Sensitive Personal Information

We may collect information that is considered sensitive (e.g., health information shared with us as part of an enquiry or story). Such information is treated with extra care and processed only:

- To respond to your enquiry or support request
  - For internal quality monitoring or improvement
  - With your explicit consent if you choose to share your story publicly
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## 4. Legal Basis for Processing Your Information

We will only use your personal information where the law allows us to. This includes when:

- It is necessary to fulfil a contract with you (e.g., event booking services)
  - We have your consent (e.g., to receive marketing emails)
  - It is in our **legitimate interests** (e.g., to improve our services, to understand supporter needs, or to handle enquiries)
  - We are required to comply with legal obligations (e.g., charity regulatory requirements)
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## 5. Cookies and Tracking



We use cookies and similar technologies to make our site work effectively and to improve your experience. Where cookies are not strictly necessary, we will ask for your consent when you first visit our site.

You can manage or withdraw your cookie preferences at any time through our website or your browser settings. For full details, see our **Cookies Policy**.

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## 6. Marketing Communications

We may contact you about our work, services, events or ways to support us, but only if you have agreed to receive such communications (e.g., by subscribing to email updates).

You can unsubscribe or change your communication preferences at any time by:

- Clicking “unsubscribe” in an email
- Contacting us at [info@stateofmindsport.org](mailto:info@stateofmindsport.org)

Please allow time for your preferences to take effect.

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## 7. Who We Share Your Information With

We do not sell or lease your personal data to third parties for marketing.

We may share your information with:

- **Service providers** acting on our behalf (e.g., website hosts, email platforms, donation processors)
- **Partners** who help deliver services or events under our instruction



- Authorities if required by law

All partners and processors are required to protect your data and follow relevant data protection laws.

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## 8. International Transfers

We do not transfer personal data outside the UK. If this changes, appropriate safeguards will be put in place in accordance with UK data protection law.

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## 9. How Long We Keep Your Data

We retain personal data only for as long as necessary for the purposes it was collected and to comply with legal obligations (such as accounting and charity regulations). After this period, your data will be securely deleted.

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## 10. Your Rights

Under UK GDPR you have rights including:

- **Right to access** your personal information
- **Right to correct** inaccuracies
- **Right to request deletion** of your data
- **Right to restrict or object** to processing
- **Right to withdraw consent**
- **Right to data portability**

To exercise your rights, contact us at [info@stateofmindsport.org](mailto:info@stateofmindsport.org)

You can also complain to the UK's data protection authority, the **Information Commissioner's Office** (ICO) if you feel your data is not handled properly.

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## 11. How We Keep Your Information Safe

We take reasonable technical and organisational measures to protect your personal information against loss, misuse and unauthorised access.

However, the transmission of information over the internet cannot be guaranteed as completely secure. If you suspect a security breach, please contact us immediately.

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## 12. Changes to This Policy

We may update this policy from time to time. The latest version will always be published on our website with an updated effective date.

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