

Privacy Policy

Amazing at Sport

Last updated: 03 February 2026

1. Introduction

Amazing at Sport ("we", "us", "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you visit our website or interact with our content.

This policy complies with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. Please read this policy carefully to understand our practices regarding your personal data.

Please note: Our website contains links to third-party websites, including Amazon (where you may purchase our book) and YouTube (where our videos are hosted). Any personal data you provide to those third parties is subject to their own privacy policies, not this one.

2. Who We Are

Amazing at Sport is the data controller responsible for your personal data collected through this website. Our contact details are:

Amazing at Sport

Email: amazingatsport2025@gmail.com

3. Information We Collect

3.1 Information You Provide

We collect personal information that you voluntarily provide to us when you use our website:

Contact Information: When you submit our form to access the Amazing at Sport programme, we collect your first name, last name, and email address. This information is used to provide you with access to our video content after you purchase the book.

3.2 Information Collected Automatically

When you visit our website, we may automatically collect certain information, including:

Technical Data: IP address, browser type and version, device type, operating system, time zone setting

Usage Data: Pages visited, time spent on pages, links clicked, referring website addresses

Cookie Data: Information collected through cookies and similar technologies (see our Cookie section below)

3.3 Information We Do Not Collect

Our website does not have e-commerce functionality. We do not collect payment card details or billing information. If you purchase our book through Amazon, that transaction is handled entirely by Amazon under their own privacy policy.

4. How We Use Your Information

We use your personal information for the following purposes:

To Provide Programme Access: When you purchase our book via Amazon, we use your name and email to send you access credentials for our video content

To Communicate With You: Responding to any enquiries you send us

To Improve Our Website: Analysing how our website is used to improve functionality, content, and user experience

For Marketing: With your consent, we may send you updates about Amazing at Sport

5. Legal Basis for Processing

Under UK GDPR, we must have a valid legal basis for processing your personal data. We rely on the following legal bases:

Contract: Processing your name and email is necessary to provide you with access to the video content that accompanies the book you purchased

Legitimate Interests: Processing is necessary for our legitimate interests, such as improving our website, provided these are not overridden by your rights

Consent: Where you have given us clear consent to process your data for a specific purpose (e.g., marketing communications)

6. Sharing Your Information

We may share your personal information with the following categories of recipients:

Service Providers: Third parties who provide services on our behalf, including our website hosting provider (Webflow) and email service providers. These providers are contractually obligated to protect your data.

Legal and Regulatory Authorities: Where required by law or to protect our legal rights

We do not sell your personal information to third parties.

7. Data Retention

We retain your personal data only for as long as necessary to fulfil the purposes for which it was collected:

Contact Information: We retain your name and email for as long as needed to provide you with access to the programme content, or until you request deletion

Website Analytics: Typically 26 months

After the retention period expires, we will securely delete or anonymise your data.

8. Your Rights

Under UK data protection law, you have the following rights:

Right of Access: You can request a copy of the personal data we hold about you

Right to Rectification: You can request that we correct any inaccurate or incomplete data we hold about you

Right to Erasure: You can request that we delete your personal data in certain circumstances

Right to Restrict Processing: You can request that we limit how we use your data in certain circumstances

Right to Data Portability: You can request to receive your data in a structured, commonly used format

Right to Object: You can object to processing based on legitimate interests or for direct marketing purposes

Right to Withdraw Consent: Where processing is based on consent, you can withdraw your consent at any time

To exercise any of these rights, please contact us at amazingatsport2025@gmail.com. We will respond to your request within one month.

9. Cookies and Similar Technologies

Our website uses cookies and similar technologies to enhance your experience. Cookies are small text files stored on your device when you visit our website.

Essential Cookies: Required for the website to function properly

Analytics Cookies: Help us understand how visitors use our website so we can improve it

You can manage your cookie preferences through your browser settings. Please note that disabling certain cookies may affect the functionality of our website.

10. Third-Party Links and Services

Our website contains links to third-party websites and services:

Amazon: Our book is available for purchase through Amazon. When you click through to Amazon and make a purchase, you are subject to Amazon's privacy policy.

YouTube: Our programme videos are hosted on YouTube. When you watch these videos, you are subject to YouTube's (Google's) privacy policy.

Social Media: We link to our LinkedIn and X (Twitter) profiles. These platforms have their own privacy policies.

We are not responsible for the privacy practices of these external sites and encourage you to read their privacy policies.

11. Data Security

We implement appropriate technical and organisational measures to protect your personal data against unauthorised access, alteration, disclosure, or destruction. Our website uses SSL/TLS encryption to protect data in transit.

While we take all reasonable steps to protect your data, no method of transmission over the internet is 100% secure.

12. Children's Privacy

While our Amazing at Sport programme is designed for children aged 1-5, our website is intended for use by parents and guardians. We do not knowingly collect personal data directly from children. If you are a parent or guardian and believe your child has provided us with personal information, please contact us, and we will delete such information.

13. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. We will post any changes on this page and update the "Last updated" date. We encourage you to review this policy periodically.

14. Complaints

If you have any concerns about how we handle your personal data, please contact us first at amazingatsport2025@gmail.com. We will do our best to resolve your concerns.

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO), the UK supervisory authority for data protection:

Information Commissioner's Office

Website: www.ico.org.uk

Helpline: 0303 123 1113

15. Contact Us

If you have any questions about this Privacy Policy or wish to exercise your rights, please contact us:

Amazing at Sport

Email: amazingatsport2025@gmail.com