

# Privacy Policy

## East Elite Allstars

Unit 19 Saville Road

Peterborough

PE3 7PR

Email: easteliteallstars@hotmail.co.uk

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## Introduction

East Elite Allstars is committed to protecting your personal information and respecting your privacy. This Privacy Policy explains how we collect, use, store and protect your personal data when you interact with our services, website or programmes.

We may update this Privacy Policy from time to time. Any changes will be published on this page and will take effect 180 days after being posted. We encourage you to review this page periodically to stay informed.

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## What Information We Collect

We may collect and process the following personal information:

- Full name
  - Email address
  - Mobile telephone number
  - Date of birth
  - Home address
  - Payment details
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## How We Collect Your Information

We collect personal data when you:

- Complete an online enquiry form
- Register for classes, events or programmes
- Submit information via our website
- Contact us directly by email, phone or social media

## How We Use Your Information

We use your information for legitimate business purposes, including:

- Registering and managing athlete accounts
- Processing payments
- Communicating important programme information
- Providing customer support
- Enforcing our terms and conditions
- Collecting feedback and testimonials
- Sending marketing or promotional communications
- Internal administration and record keeping
- Improving our services and website performance

If we wish to use your information for a purpose not outlined above, we will seek your consent unless we are required or permitted to do so by law.

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## Sharing Your Information

We do not sell your personal data.

We may share your information with trusted third parties where necessary, such as:

- Payment processors
- Marketing service providers
- Analytics providers
- Professional advisers where legally required

Any third party we share data with is required to process your information securely and only for the purpose for which it was provided.

We may also disclose personal data:

- To comply with legal obligations
- To enforce our policies or agreements
- To protect the rights, safety or property of East Elite Allstars, our members or others
- In the event of a business restructure, merger or sale

## **How Long We Keep Your Information**

We retain personal data only for as long as necessary to fulfil the purpose it was collected for, including legal, accounting or safeguarding requirements.

In most cases, this will be between 90 days and 2 years after an account becomes inactive. Some information may be retained longer where required by law or for legitimate business reasons such as safeguarding or dispute resolution.

Anonymous or aggregated data that does not identify individuals may be retained indefinitely.

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## **Your Rights**

Under UK data protection law, you may have the right to:

- Access the personal data we hold about you
- Request correction of inaccurate information
- Request deletion of your personal data
- Restrict or object to processing
- Withdraw consent (where processing is based on consent)
- Request transfer of your data to another organisation
- Lodge a complaint with the Information Commissioner's Office (ICO)

To exercise any of these rights, please contact us at:  
easteliteallstars@hotmail.co.uk

Please note that if certain essential information is not provided or consent is withdrawn, we may not be able to provide some of our services.

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## **Data Security**

We take appropriate technical and organisational measures to protect your personal data from unauthorised access, loss, misuse or alteration.

However, while we strive to protect your information, no method of transmission over the internet is completely secure and we cannot guarantee absolute security.

## **Third-Party Websites**

Our website or communications may contain links to third-party websites. We are not responsible for the privacy practices of those websites and recommend reviewing their privacy policies before providing any personal information.

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## **Cookies**

To learn more about how we use these and your choices in relation to these tracking technologies, please refer to our Cookie Policy.

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## **Contact Us**

If you have any questions, concerns or complaints about how we handle your personal data, please contact:

East Elite Allstars  
easteliteallstars@hotmail.co.uk

We will respond in accordance with applicable data protection laws.

**Last Updated - 25th February 2026**