



PRIVACY POLICY



Privacy Policy

Version: Season 12

Last Updated: 27th July 2026

1. Introduction

Beas Cheerleading ("the Club", "we", "our" or "us") is committed to protecting the privacy and personal information of our athletes, parents, guardians, coaches and volunteers.

This Privacy Policy explains how we collect, use, store, share and protect your personal information when you become a member of Beas Cheerleading or use our services.

We are committed to processing personal information fairly, lawfully and transparently in accordance with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

By registering with Beas Cheerleading, you acknowledge that you have read and understood this Privacy Policy.

2. Who We Are

Beas Cheerleading is the Data Controller responsible for the personal information we collect.

Contact Details

Beas Cheerleading
13 Riverside
Cores End Road
Bourne End
Buckinghamshire
SL8 5HS

Email: admin@beascheer.co.uk

ICO Registration Number: **ZB742593**



3. Information We Collect

To safely deliver our services we may collect the following information.

Athlete Information

- Full name
- Date of birth
- Gender (where provided)
- Home address
- Emergency contact details
- Medical information relevant to participation
- Allergy information
- Attendance records
- Team allocations
- Competition information

Parent or Guardian Information

- Name
- Address
- Telephone numbers
- Email address
- Emergency contact information

Membership Information

Information submitted through our secure LoveAdmin membership system, including:

- Membership details
- Payment status
- Consents and permissions
- Communication preferences
- Photography and video consent
- Emergency contact information

Payment Information

Membership payments are processed securely through LoveAdmin and its authorised payment providers.

Beas Cheerleading does **not** store debit or credit card details.

4. How We Collect Your Information

Information is collected when you:

- Register as a member
- Complete your LoveAdmin profile
- Purchase products or services
- Register for competitions, camps or events
- Contact the Club
- Complete surveys or feedback forms
- Update your membership information

Parents and guardians are responsible for ensuring all information remains accurate and up to date.

5. How We Use Your Information

Your information is used to:

- Manage your membership.
- Organise training sessions.
- Allocate teams.
- Enter athletes into competitions.
- Communicate important Club information.
- Contact you regarding training changes.
- Contact emergency contacts where necessary.
- Support safeguarding responsibilities.
- Meet insurance requirements.
- Meet legal obligations.
- Maintain accurate Club records.
- Process payments.
- Recover outstanding fees where necessary.
- Improve the services we provide.

We will only process personal information where we have a lawful basis to do so.



6. Lawful Basis for Processing

We process personal information under one or more of the following lawful bases:

- Performance of a contract.
- Legal obligation.
- Legitimate interests.
- Consent (where required).

Medical information is processed only where necessary to protect the health, safety and welfare of athletes participating in Club activities.

7. Photography and Video

Photography and video consent is managed through each member's LoveAdmin account.

The consent options selected within LoveAdmin determine whether photographs or videos may be used by Beas Cheerleading for purposes including:

- Club website
- Social media
- Promotional material
- Marketing
- Club publications

Members may update their consent preferences at any time through their LoveAdmin account.

The Club will always respect the consent preferences recorded on LoveAdmin.

8. Marketing Communications

From time to time we may send information regarding:

- Training updates
- Events
- Competitions
- Camps and clinics
- Merchandise
- Club news



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- Promotions

Marketing communications will only be sent where permitted under UK data protection legislation.

You may opt out of receiving marketing communications at any time by contacting the Club or updating your communication preferences where available.

We do not sell personal information to third parties for marketing purposes.

9. Sharing Your Information

We only share personal information where necessary to operate the Club.

Information may be shared with:

- Competition Event Producers
- Insurance providers
- Emergency services
- Medical professionals where necessary
- Safeguarding authorities where legally required
- Professional choreographers engaged by the Club
- Government or regulatory authorities where required by law

Information is only shared where necessary and appropriate.

10. Where Your Information Is Stored

Member information is securely stored using:

- LoveAdmin
- Google Workspace

Access to personal information is restricted to authorised Club administrators and coaches who require access to perform their role.

All users with access are expected to maintain the confidentiality of member information.



11. Data Security

We take appropriate organisational and technical measures to protect personal information against:

- Unauthorised access
- Loss
- Theft
- Misuse
- Disclosure
- Alteration

Although we take reasonable precautions, no electronic transmission or email communication can ever be guaranteed to be completely secure.

12. Data Retention

Personal information is retained only for as long as necessary to:

- Provide Club services.
- Meet safeguarding obligations.
- Comply with legal requirements.
- Meet insurance obligations.
- Resolve disputes.
- Defend potential legal claims.

When information is no longer required it will be securely deleted or anonymised.

13. Children's Privacy

Membership for athletes under the age of 18 must be completed by a parent or legal guardian.

Children should not submit personal information directly to the Club without parental permission.



14. Your Rights

Under UK GDPR you have the right to:

- Request access to your personal information.
- Request correction of inaccurate information.
- Request deletion of information where applicable.
- Restrict processing in certain circumstances.
- Object to certain processing.
- Withdraw consent where processing relies upon consent.
- Request data portability where applicable.
- Lodge a complaint with the Information Commissioner's Office (ICO).

To exercise any of these rights, please contact:

admin@beascheer.co.uk

15. Complaints

If you have any concerns regarding how we handle your personal information, please contact us first.

We will always aim to resolve your concerns promptly and fairly.

If you remain dissatisfied, you have the right to complain to the Information Commissioner's Office.

16. Changes to this Privacy Policy

We may amend this Privacy Policy from time to time to reflect changes in legislation or Club procedures.

The latest version will always be available through our website and official communication channels.

Continued membership of Beas Cheerleading constitutes acceptance of the latest version of this Privacy Policy.



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17. Contact Us

If you have any questions regarding this Privacy Policy or the way we process personal information, please contact:

Beas Cheerleading

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Cores End Road
Bourne End
Buckinghamshire
SL8 5HS

Email: **admin@beascheer.co.uk**

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