

## Privacy Policy

We take your privacy very seriously. Please read this privacy policy carefully as it contains important information on who we are and how and why we collect, store, use and share your personal information. It also explains your rights in relation to your personal information and how to contact us or supervisory authorities in the event you have a complaint.

We collect, use and are responsible for certain personal information about you. When we do so we are subject to the [General Data Protection Regulation](#), which applies across the European Union (including in the United Kingdom) and we are responsible as 'controller' of that personal information for the purposes of those laws.

### Key terms

It would be helpful to start by explaining some key terms used in this policy:

- We, us, our (LC Sport Psych)
- Personal information (Any information relating to an identified or identifiable individual).
- Special category personal information (Personal information revealing racial or ethnic origin, political opinions, religious beliefs, philosophical beliefs or trade union membership).

### Personal information we collect about you

We may collect and use the following personal information about you:

- your name and contact information, including email address
- your billing information, transaction and payment card information
- your purchase history and saved items
- information about how you use our website, IT, communication and other systems
- your responses to surveys, competitions and promotions

This personal information is required to provide products and services to you.

### How your personal information is collected

We collect this personal information directly from you—via our website.

### How and why we use your personal information

Under data protection law, we can only use your personal information if we have a proper reason for doing so, e.g.:

- to comply with our legal and regulatory obligations;
- for the performance of our contract with you or to take steps at your request before entering into a contract;
- for our legitimate interests or those of a third party; or
- where you have given consent.

A legitimate interest is when we have a business or commercial reason to use your information, so long as this is not overridden by your own rights and interests.

Below explains what we use (process) your personal information for and our reasons for doing so:

What we use your personal information for:

*Our reasons*

- To provide products and services to you
- For the performance of our contract with you or to take steps at your request before entering into a contract
- To prevent and detect fraud against you or LC Sport Psych
- For our legitimate interests or those of a third party, i.e., to minimise fraud that could be damaging for us and for you

*Ensuring business policies are adhered to, e.g., policies covering security and internet use*

- For our legitimate interests or those of a third party, i.e., to make sure we are following our own internal procedures, so we can deliver the best service to you

*Preventing unauthorised access and modifications to systems*

- For our legitimate interests or those of a third party, i.e., to prevent and detect criminal activity that could be damaging for us and for you

*To comply with our legal and regulatory obligations*

- Updating and enhancing customer records

*For the performance of our contract with you or to take steps at your request before entering into a contract*

- To comply with our legal and regulatory obligations

- For our legitimate interests or those of a third party, e.g., making sure that we can keep in touch with our customers about existing orders and new products

#### *Statutory returns*

- To comply with our legal and regulatory obligations
- Ensuring safe working practices, staff administration and assessments
- To comply with our legal and regulatory obligations
- For our legitimate interests or those of a third party, e.g., to make sure we are following our own internal procedures and working efficiently so we can deliver the best service to you

#### *Marketing our services to:*

- existing and former customers;
- third parties who have previously expressed an interest in our services;
- third parties with whom we have had no previous dealings.

For our legitimate interests or those of a third party, i.e., to promote our business to existing and former customers

### **Promotional communications**

We may use your personal information to send you updates (by email, text message, telephone or post) about our products, including exclusive offers, promotions or new products.

We have a legitimate interest in processing your personal information for promotional purposes (see above 'How and why we use your personal information'). This means we do not usually need your consent to send you promotional communications. However, where consent is needed, we will ask for this consent separately and clearly.

We will always treat your personal information with the utmost respect and never sell or share it with other organisations for marketing purposes.

You have the right to opt out of receiving promotional communications at any time by:

- contacting us at [louisecapicotto@gmail.com](mailto:louisecapicotto@gmail.com)
- using the contact form on our homepage
- using the 'unsubscribe' link in emails

We may ask you to confirm or update your marketing preferences if you instruct us to provide further products and services in the future, or if there are changes in the law, regulation, or the structure of our business.

## **Who we share your personal information with**

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

## **How long your personal information will be kept**

We will keep your personal information while you have an account with us or we are providing products to you. Thereafter, we will keep your personal information for as long as is necessary:

- to respond to any questions, complaints or claims made by you or on your behalf;
- to show that we treated you fairly;
- to keep records required by law.

We will not retain your personal information for longer than necessary for the purposes set out in this policy. Different retention periods apply for different types of personal information.

## **Your rights**

You have the following rights, which you can exercise free of charge:

- Access: The right to be provided with a copy of your personal information (the right of access).
- Rectification: The right to require us to correct any mistakes in your personal information.
- To be forgotten: The right to require us to delete your personal information—in certain situations.
- Restriction of processing: The right to require us to restrict processing of your personal information—in certain circumstances, e.g., if you contest the accuracy of the data.
- Data portability: The right to receive the personal information you provided to us, in a structured, commonly used and machine-readable format and/or transmit that data to a third party—in certain situations.
- To object: The right to object: (a) at any time to your personal information being processed for direct marketing (including profiling); (b) in certain other situations to our continued processing of your personal information, e.g., processing carried out for the purpose of our legitimate interests.

- Not to be subject to automated individual decision-making: The right not to be subject to a decision based solely on automated processing (including profiling) that produces legal effects concerning you or similarly significantly affects you.

For further information on each of those rights, including the circumstances in which they apply, please contact us or see the [Guidance from the UK Information Commissioner's Office \(ICO\) on individuals' rights under the General Data Protection Regulation](#).

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

- email, call or write to - see below: 'How to contact us'; and
- let us have enough information to identify you (e.g., your full name, address and order number);
- 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 what right you want to exercise and the information to which your request relates.

## **Keeping your personal information secure**

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

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

## **How to complain**

We hope that we can resolve any query or concern you may raise about our use of your information. The [General Data Protection Regulation](#) also gives you right to lodge a complaint with a supervisory authority, in particular in the European Union (or European Economic Area) state where you work, normally live or where any alleged infringement of data protection laws occurred. The supervisory authority in the UK is the Information Commissioner who may be contacted at <https://ico.org.uk/concerns> or telephone: 0303 123 1113.

## **Changes to this privacy policy**

This privacy notice was published on October 2018. We may change this privacy notice from time to time—when we do we will inform you via our website and email.

## **How to contact us**

Please contact us via email at [louisecapicotto@gmail.com](mailto:louisecapicotto@gmail.com) or the contact form on the homepage of our website if you have any questions about this privacy policy or the information we hold about you.