



Privacy Policy

Introduction

Riverside Swimming Pool is committed to protecting and respecting your privacy. This policy outlines how we collect, use, store, and protect your personal data in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. We aim to be transparent about how we handle your information and ensure that all personal data is collected and processed lawfully, fairly, and securely.

Who We Are

Riverside Swimming Pool
Unit F Riverside Industrial Estate
Mill Lane
Maldon
Essex
CM9 8lj

Contact Number: 07301949751

Email: info@riversidepool.co.uk

Data Controller: Drew Warriner

If you have any questions regarding this policy or your data, please contact us using the details above.

What Personal Data We Collect

We may collect the following information from parents/guardians, swimmers, and visitors to our website:

Children and Swimmers:

- Full name.
- Date of birth.
- Medical information (e.g. allergies, special needs).
- Emergency contact details.
- Attendance records.
- Progress reports.

Parents/Guardians:

- Full name.
- Email address.
- Phone number.
- Billing and payment information.
- Consent forms.
- Communications with us.

Website Visitors:

- IP address.



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- Browser type and device data.
- Cookies.

Why We Collect Personal Data

We only collect data necessary to:

- Register swimmers for lessons.
- Manage lesson bookings and payments.
- Ensure the health, safety, and welfare of all participants.
- Communicate important updates or changes.
- Provide tailored swimming instruction.
- Respond to enquiries or complaints.
- Fulfil our legal obligations.

We do not collect more information than we need to fulfil these purposes.

Lawful Basis for Processing

We rely on the following lawful bases to process personal data:

- Consent for marketing communications and use of photographs/videos.
- Contractual necessity for lesson bookings and service delivery.
- Legal obligation to comply with health and safety, safeguarding, or financial regulations.
- Vital interests to protect someone's life (e.g. medical emergencies).
- Legitimate interests to operate and improve our services.

How We Store and Protect Your Data

We take the security of your personal data seriously and use appropriate technical and organisational measures to keep it safe. These include:

- Secure password-protected systems.
- Restricted access to personal data.
- Staff training on data protection.
- Encrypted data storage where applicable.

We retain your data only for as long as necessary to meet our legal and operational requirements.

Sharing Your Data

We do not sell or rent your personal data to third parties. However, we may share information with:

- Swim instructors or staff (on a need-to-know basis)



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- Emergency services (in case of medical incidents)
- Regulatory authorities (if legally required)
- IT or payment service providers who support our operations (under strict data processing agreements)

Any third-party processors we use are fully compliant with UK GDPR requirements.

Your Rights

Under UK GDPR, you have the following rights:

- Right to access request a copy of your personal data.
- Right to rectification request correction of inaccurate or incomplete data.
- Right to erasure request deletion of your data (in some circumstances).
- Right to restrict processing request limits on how we use your data.
- Right to data portability request your data in a format that allows it to be reused.
- Right to object to certain types of processing, including direct marketing.
- Right to withdraw consent at any time, if processing is based on consent.

To exercise your rights, please contact us directly.

Photography and Marketing

We may occasionally take photos or videos during swim sessions or events for promotional purposes (e.g., website, social media, leaflets). We will always seek written consent from parents/guardians before doing so and will never publish names alongside images.

You can withdraw your consent at any time by contacting us.

Cookies and Website Tracking

Our website uses cookies to improve your browsing experience and analyse website traffic. These may collect:

- IP address.
- Device/browser information.
- Pages visited and time spent.

You can adjust your cookie settings in your browser at any time.

Data Retention

We retain personal data only for as long as is necessary for the purposes set out in this policy. Typically:

- Student records: up to 7 years after the last lesson.
- Financial data: 6 years (in line with HMRC requirements).



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- Medical/emergency information: deleted upon completion of the swim programme.
- Enquiries: deleted after 12 months if no further contact.

Complaints

If you have a concern about the way we handle your data, please contact us so we can address it. You also have the right to lodge a complaint with the Information Commissioner's Office (ICO):

Phone: 0303 123 1113

Web: www.ico.org.uk

Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in the law or our practices. The latest version will always be available on our website.

Last updated: 18/08/2025

Next review due: 19/08/2026

Contact Us

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Riverside Swimming Pool

Email: info@riversidepool.co.uk

Phone: 07301949751