

# Loves Football – Privacy Policy

*Last updated: 1st June 2026*

Loves Football (“we”, “us”, “our”) is committed to protecting your privacy and handling personal data in a safe and responsible way. This Privacy Policy explains how we collect, use, store and share personal information when you use our website, contact us, book sessions, attend coaching, camps or parties, or otherwise interact with us. This policy is written for parents/guardians, as our services are for children.

## 1 – Who We Are (Data Controller)

Loves Football is the “data controller” for the personal information we process.

### Contact details:

- Email: [hello@lovesfootball.com](mailto:hello@lovesfootball.com)
- Website: [www.lovesfootball.com](http://www.lovesfootball.com)
- Phone: 0121 405 1612
- WhatsApp: 07883 316012

## 2 – The Personal Information We Collect

We may collect and process the following types of personal information:

### A) Parent/guardian information

- Name
- Email address
- Phone number (including WhatsApp)
- Address/postcode (where relevant for booking, safeguarding, or venue allocation)
- Communication preferences and message history

### B) Child/player information

- Name
- Age/date of birth (or school year/age group)
- Session history and attendance
- Coaching notes and progress information (where relevant)
- Emergency contact details
- Medical information you choose to provide (e.g., allergies, asthma, injuries, medication, SEN/support needs)

### C) Booking and payment information

- Booking details (sessions, camps, parties, dates, venues)
- Payment status and transaction references
- Refund information (where relevant)
- Card payments: Payments are processed securely by Stripe. We do not store full card details.

### D) Website information

- IP address, device and browser information
- Pages visited and how you use our website
- Cookies and similar tracking technologies

### E) Photos and videos

- Photos/videos taken at sessions, camps or parties (where appropriate and in line with your preferences/permissions)

### 3 – How We Collect Personal Information

We collect personal information when you:

- Fill in forms on our website (e.g., enquiries, trials, bookings)
- Register or book via EnrolMy
- Pay via Stripe
- Contact us by phone, email, WhatsApp or social media
- Attend sessions, camps or parties and provide information for safety and safeguarding
- Use our website (via cookies/analytics)

### 4 – How We Use Personal Information

Under UK GDPR, we must have a lawful basis to use personal data. We use personal information for:

#### **A) Providing our services (Contract)**

- Managing bookings, trials, memberships and attendance
- Delivering coaching sessions, camps and parties
- Communicating important service information (time/location changes, cancellations)

#### **B) Safety and safeguarding (Legal obligation / Vital interests / Legitimate interests)**

- Keeping children safe during sessions
- Using medical and emergency information when needed
- Maintaining appropriate records for safeguarding and incident management

#### **C) Administration and customer support (Legitimate interests)**

- Responding to enquiries and messages
- Managing our operations, staffing and venues
- Improving our services and customer experience

#### **D) Marketing and communications (Consent / Legitimate interests)**

- Sending updates about sessions, camps, offers and news via email/SMS/WhatsApp (where appropriate)
- Managing marketing communications through GoHighLevel (GHL). You can opt out of marketing at any time (see section 9).

#### **E) Website analytics and advertising (Consent / Legitimate interests)**

- Understanding how visitors use our website and improving performance and content
- Measuring and improving advertising performance (where applicable). We use tools including Google Analytics and Meta/Facebook tools (for example, the Meta Pixel) where enabled on our website.

### 5 – Special Category Data (Medical Information)

Medical information about a child is “special category” data under UK GDPR and is treated with extra care. We only collect and use medical information where it is necessary to keep children safe and deliver our services appropriately (for example, allergies, asthma, injuries, medication, or support needs). We limit access to staff who need to know this information for safety reasons.

### 6 – Who We Share Personal Information With

We may share personal information with trusted third parties where necessary to run our services, including:

- Our coaches and staff who need the information to deliver sessions safely and effectively

- EnrolMy (booking/registration management)
- Stripe (payment processing)
- GoHighLevel / GHM (customer relationship management and communications)
- Google Analytics (website analytics)
- Meta/Facebook (advertising measurement and performance tools, where enabled)
- Professional advisers (e.g., accountants, legal advisers) where necessary
- Authorities/emergency services where required for safeguarding, safety, or legal reasons

## 7 – International Transfers

Some of our service providers may process data outside the UK. Where this happens, we take steps to ensure appropriate safeguards are in place (for example, UK adequacy regulations or approved contractual protections).

## 8 – How Long We Keep Personal Information

We keep personal information only for as long as necessary for the purposes described in this policy, including for safeguarding, legal, accounting, or reporting requirements. Retention periods vary depending on the type of information.

## 9 – Your Rights

You have rights under UK GDPR, including the right to:

- Access your personal data
- Correct inaccurate data
- Request deletion of your data (in certain circumstances)
- Restrict or object to processing (in certain circumstances)
- Data portability (in certain circumstances)
- Withdraw consent (where we rely on consent)

**Marketing opt-out:** You can opt out of marketing at any time by using the unsubscribe link in emails (where provided) or by contacting us at [hello@lovesfootball.com](mailto:hello@lovesfootball.com).

You also have the right to complain to the Information Commissioner's Office (ICO): <https://ico.org.uk/>

## 10 – Children's Privacy

Our services are for children, but our website forms, bookings and communications are intended to be completed by parents/guardians. If you believe a child has provided personal information directly to us without a parent/guardian's involvement, please contact us and we will take appropriate steps.

## 11 – Photos and Videos

We may take photos/videos during sessions, camps or parties for coaching, celebration and marketing purposes. Where required, we will ask for consent and respect your preferences. You can withdraw consent at any time by contacting us. We will stop using future images and, where possible, remove existing content (please note this may not always be possible, for example where content has already been shared by third parties or cached online).

## 12 – Cookies

Our website may use cookies and similar technologies to help it work properly and to understand how it is used, including via Google Analytics and Meta tools (where enabled). You can control cookies through your browser settings and (where available) our cookie banner/preferences. Please see our separate Cookie Policy for full details.

### **13 – Keeping Your Information Secure**

We take appropriate technical and organisational measures to protect personal information. Access is limited to staff and suppliers who need it for legitimate purposes.

### **14 – Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. The latest version will always be posted on our website with the updated date at the top.