



Privacy Notice

Athlete Focused are committed to protecting and respecting your privacy. For any personal data you provide for the purposes of our support, Athlete Focused is the Data Controller and is responsible for storing and otherwise processing that data in a fair, lawful, secure and transparent way.

What personal data we hold on you

You may give us information about you by corresponding with us by phone, e-mail or otherwise. This includes information you provide when you register with our app-based training program, Train Heroic. The information you give us may include your name, date of birth, address, e-mail address, phone number. We may also ask for relevant health information, which is classed as special category personal data. We will only ever collect data that will allow us to better support you as a client.

Why we need your personal data

The reason we need your personal data, including information regarding your training, is to be able to provide the services that you are signing up to, which include enhancing your athletic performance. Our lawful basis for processing your personal information is that we have a contractual obligation to you as a client, to provide the services you are registering for.

Reasons we need to process your data include:

For training

- sharing personal data with coaches to facilitate training sessions

For funding and reporting purposes

- sharing anonymised data with a research partner e.g. University
- analysing anonymised data to monitor support effectiveness
- sending reports to stakeholders to further improve the support

Any special category health data which we may hold on you is only processed for the purpose(s) of fitness/ health checks and/or passing health data to coaches to allow the safe running of training sessions. We process this data on the lawful basis of consent. Therefore, we will also need your explicit consent before we process this data, which we will ask for at the point of collecting it.



Who we share your personal data with

When you become a client of Athlete Focused, your data will not be shared with any other National Governing Body (NGB) or organisation, without explicit consent to do so. Athlete Focused does not supply any personal data to any other third party.

How long we hold your personal data

We will hold your personal data on file for as long as you are a client with us. Any personal data we hold on you will be securely destroyed after four years of inactivity. Your data is not processed for any further purposes other than those detailed in this policy.

Your rights regarding your personal data

As a data subject you may have the right at any time to request access to, rectification or erasure of your personal data; to restrict or object to certain kinds of processing of your personal data, including direct marketing; to the portability of your personal data and to complain to the UK's data protection supervisory authority, the Information Commissioner's Office about the processing of your personal data. As a data subject you are not obliged to share your personal data with Athlete Focused. If you choose not to share your personal data with us, we may not be able to register or administer your support to the expectations detail within the service level agreement.