

DATE: 2 NOVEMBER 2012

PRIVACY STATEMENT

1. INFORMATION ABOUT US

Sport England is committed to ensuring that your privacy is protected and to processing your personal data in accordance with the Data Protection Act 1998, the Privacy and Electronic Communications (EC Directive) Regulations 2003 and other applicable privacy laws.

We will only collect and use your personal data in accordance with this privacy statement.

Sport England is the brand name for the English Sports Council of 3rd Floor, Victoria House, Bloomsbury Square, London WC1B 4SE, a non-departmental public body under the Department for Culture, Media and Sport.

Unless otherwise noted, the terms "**Sport England**", "**we**" and "**us**" on this page refer to the English Sports Council.

By "**you**" we mean you the individual browser who is accessing and using the Active Places Power Website.

Sport England is registered as a data controller with the Information Commissioner's Office (registration number Z7545760).

2. PRIVACY STATEMENT AND CHANGES

This privacy statement sets out how Sport England collects, stores and uses personal data it collects from you when you use our website, www.activeplacespower.com ("**Active Places Power Website**") and details the types of personal data collected, our use of and your right to control your personal data ("**Privacy Statement**").

You should read this Privacy Statement carefully and we recommend that you print and keep a copy of it for your future reference. By your continuing to use the Active Places Power Website, you confirm that you have read, understood and agree with this Privacy Statement in its entirety. If you do not agree to this Privacy Statement in its entirety, you must not use the Active Places Power Website.

This Privacy Statement was updated on 2 November 2012. We reserve the right to further change and update this Privacy Statement from time to time and we recommend that you revisit this page regularly to keep informed on the current Privacy Statement and ensure that you are happy with any changes.

3. THE PERSONAL DATA THAT WE COLLECT FROM YOU

When you use the Active Places Power, we may collect the following personal data about you:

- your name and title and gender;
- your contact information including phone/mobile number/fax and email address;
- your communication preferences and interests;

- your browsing activities; and
- where you have registered with us, your user name and password.

We may also collect some or all of the above personal data about you when you access and browse the Active Places Power Website or any third party websites, including if you sign up to receive any newsletters from us or them. We may also collect some or all of the above types of personal data from third parties who have your consent to pass your details to us.

4. WHAT WE DO WITH YOUR INFORMATION

We (and third party data processors who may be acting on our behalf) may collect, store and process your personal data for the following reasons:

- to make the Active Places Power Website available and to customise it and to provide content tailored to individual requirements;
- to maintain any registered account that you may hold with us;
- to understand your needs and provide you with a better service or improved products and services;
- to provide our goods and services to you and for related purposes, including verifying your identity or in order to complete any transactions between us and any corporate entity for whom you act through the Active Places Power Website;
- for our internal record keeping requirements including collection of anonymised details about visitors to the Active Places Power Website to compile aggregate statistics or produce internal reports;
- with your agreement, to contact you about services or other information which we think you may find relevant;
- for analysis, testing, monitoring, risk management and administrative purposes; and
- for any related purposes, or where we have a legal right or duty to use or disclose your information (including for crime and fraud prevention and related purposes).

Except as set out in this Privacy Statement, we will not disclose, sell, distribute, rent or lease your personal data to third parties unless we have your permission or are required to do so to comply with applicable law or an order of a governmental or law enforcement body.

If you tell us that you wish this to happen, we may use your personal information to send you information about third parties. If you consent but later change your mind to receiving such marketing communications, you may contact us (see section **YOUR CONTROL OVER YOUR PERSONAL DATA AND ACCESS TO IT**) and we will cease any such activity.

5. INTERNATIONAL TRANSFERS OF DATA

We may transfer the personal data that we collect from you to third party data processors located in countries that are outside of the European Economic Area or to other Sport England entities in connection with the above purposes. Please be aware that countries which are outside the European Economic Area may not offer the same level of data protection as the United Kingdom, although our collection, storage and use of your personal data will continue to be governed by this privacy policy.

6. SECURITY

We are committed to ensuring that your personal data is secure. In order to minimise the risk that there is unauthorised access to or disclosure of your personal data, we have put in place appropriate physical, electronic and managerial procedures to safeguard and secure it (such as internet standard encryption technology to encode personal data that you send to us when conducting a transaction through the Active Places Power Website).

Although we take appropriate measures to safeguard the personal data that you provide to us, no transmission over the internet is guaranteed to be secure. For your security, you should:

- if using a computer in a public location, always log out and close the website browser when you complete your online session;
- keep your account details and passwords private;
- frequently change your password;
- avoid using the same password for multiple online accounts.

7. HOW WE USE COOKIES

This Site may use cookies. A cookie is a small data file which asks permission to be placed on your computer's hard drive or other mobile or handheld device as you browse the Active Places Power Website which 'remembers' that your computer or device accesses the Active Places Power Website. Once you agree to the cookie, the file is added to your computer's hard drive or other mobile or handheld device and the cookie helps us analyse web traffic and helps you when you visit the Active Places Power Website.

Cookies may be used to enable us to respond to you as an individual and to tailor our operations to your needs by gathering and remembering information about your preferences. Cookies can assist the effective operation of the Active Places Power Website (such as traffic log cookies to identify which pages are being used by you and which may help us analyse data for statistical purposes).

We may use cookies to collect information about the browsing and purchasing behaviour of visitors to the Active Places Power Website, including data on pages viewed and products purchased.

Cookies can help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. The cookies do not give us access to any other personal data on your computer or device other than the personal data you choose to share with us.

You should be aware that most web browsers automatically accept cookies, but you can usually modify your browser settings to decline cookies if you prefer. You can choose to accept or decline cookies used by the Active Places Power Website but this may prevent you from taking full advantage of the Active Places Power Website or stop the Active Places Power Website from operating properly when you use it or you may be unable to complete a transaction with us on the Active Places Power Website. If you do not consent to use of the cookies, you must disable the cookies by deleting them or amending your cookie settings on your computer or you must stop using the Active Places Power Website.

8. LINKS TO OTHER WEBSITES

The Active Places Power Website may contain links to other websites which we think may be of relevance to you. These other linked websites are not governed by this Privacy Statement but by the privacy policies set out on those websites. Once you use the links from the Active Places Power Website to those other websites, the operators of those other websites are responsible for the privacy of any data which you provide to while you are visiting that other website. You should review the privacy policies applicable to any other websites that you visit by following links from the Active Places Power Website. If you have any questions or concerns about the collection or use of any personal data collected through any other website other than the Active Places Power Website, then you should contact the website operator of that website using the contact information specified by that website's privacy policy.

In some cases, third party website operators may disclose your personal data to us so that we may use them in accordance with this Privacy Statement.

9. YOUR CONTROL OVER YOUR PERSONAL DATA AND ACCESS TO IT

You may choose to restrict our collection or use of your personal data in the following ways:

- when you are asked by us to accept a cookie or to fill in a registration on the Active Places Power Website, look for your cookie settings and the area that you can click to indicate your preference as to use of your personal data for marketing or other purposes;
- if you have previously agreed to accept a cookie, then you may change your mind at any time disabling or deleting the cookie or amending your cookie settings;

if you have previously agreed to our use of your personal data, then you may change your mind by contacting us at app.enquiries@sportengland.org.

You may request details of the personal data that we hold about you under the Data Protection Act 1998. We may charge you a small administration fee to respond to your request. Please write to us at app.enquiries@sportengland.org or to Sport England, 3rd Floor, Victoria House, Bloomsbury Square, London, WC1B 4SE if you would like details of your personal data collected by us or if you believe that any of your personal data which is stored by us is incorrect or incomplete. We aim to address promptly respond to your request or correct any inaccurate or incomplete information.