



Privacy Policy

Policy year	2026/27
Reviewed	September 2026
Approved by	Black Ice Academy Directors
Next review	September 2027

1. Who we are

Black Ice Academy (BIA) provides cheerleading, tumbling, training, competition and related activities. This Privacy Policy explains how we use personal information about athletes, parents/carers, staff, volunteers and other people who interact with us.

2. Information we collect

- Names, dates of birth and contact details.
- Parent/carer and emergency-contact information.
- Membership, team, attendance, training, competition and event information.
- Relevant health, injury, allergy, medication, disability or accessibility information.
- Payment and transaction information.
- Photographs, video and media preferences/consents.
- Communications, feedback, complaints and incident information.
- For staff/volunteers: recruitment, qualifications, training, safeguarding and DBS-check administration information.

3. Why we use your information

- To administer membership, teams, training, events and competitions.
- To communicate with athletes and families and provide Academy services.
- To protect health, safety and safeguarding welfare.
- To manage payments and financial records.
- To meet legal, insurance, governing-body and competition requirements.
- To manage staff and volunteers and carry out safer recruitment.
- To promote BIA where appropriate, including use of images/video in accordance with our Photography and Videography Policy and recorded preferences.
- To handle enquiries, complaints and legal claims and improve our services.

4. Our lawful bases

Depending on the purpose, BIA may rely on performance of a contract, legal obligation, legitimate interests, consent or another lawful basis under the UK GDPR. For sensitive information such as health data, BIA also identifies an additional legal condition under Article 9. Safeguarding information may be processed and shared where necessary to protect children or individuals at risk.

5. Who we share information with

Where necessary and lawful, information may be shared with competition/event organisers, SportCheer England or other governing bodies, venues, insurers, professional advisers, payment or IT/service providers, medical/emergency services, local authorities, police, safeguarding agencies or other bodies with a lawful need to receive it.

BIA does not sell personal information and does not share personal information with third parties for their own unrelated marketing.

6. Children's privacy

Many BIA athletes are children. We take particular care with children's information, collect only what we reasonably need, limit access and aim to explain uses clearly. Parents/carers normally provide administrative information for younger athletes, but children also have data-protection rights in their own information.

7. How long we keep information

We keep personal information only for as long as reasonably necessary for the purpose for which it was collected and to meet legal, safeguarding, insurance, tax/accounting or claims requirements. Different categories of information may therefore have different retention periods.

8. Security

We use reasonable organisational and technical measures to protect personal information against unauthorised access, loss, misuse or disclosure. Access is limited according to role and need.

9. Your rights

Depending on the circumstances, you may have rights to ask for access to your information, correction, erasure, restriction, portability, or to object to certain processing. Where processing relies on consent, you can withdraw that consent for future use. These rights are subject to legal exceptions.

10. Contact and complaints

Questions or requests about privacy can be sent to: info@blackicecheer.co.uk.

If you are unhappy with how BIA handles personal information, please contact us first so we can try to resolve the issue. You also have the right to complain to the Information Commissioner's Office (ICO).

11. Changes to this policy

We will review this Privacy Policy regularly and update it when our practices, legal requirements or guidance change.

Key references

This policy should be read alongside Black Ice Academy's other safeguarding, conduct, first aid, inclusion and complaints policies. It has been prepared with reference to:

- UK General Data Protection Regulation (UK GDPR).
- Data Protection Act 2018, as amended, including the Data (Use and Access) Act 2025.
- ICO guidance on children's information, privacy information, lawful bases, security and individual rights.
- SportCheer England Privacy Policy and Data Privacy Policy.

Legislation and guidance can change. Black Ice Academy will review this policy at least annually and sooner where law, statutory guidance, governing-body requirements or Academy practice changes.