

Excel Race Academy Privacy Notice

Last Reviewed: 8th October 2026

Next Review: 8th October 2027

Excel Race Academy (hereafter referred to as the "Club", "we", "our" or "us") is committed to respecting your privacy. This notice explains how we may use the personal information we collect before, during and after your membership with us. It applies to you if you have registered to become, or are, a member of the Club.

This notice explains how we comply with data protection law and what your rights are. For the purposes of data protection, the Club is the controller of your personal information.

We are not required to appoint a Data Protection Officer, so we have not done so. Our Data Protection Compliance Manager has overall responsibility for data protection compliance within the Club. Contact details are set out in the "Contacting Us" section at the end of this notice.

Personal Information We May Collect

Depending on the type of membership you register for, you may provide us with, or we may obtain, personal information about you, such as:

- Personal contact details, such as name, title, email addresses and telephone numbers
- Date of birth
- Gender
- Membership start and end dates
- Records of your interactions with us, such as telephone conversations, emails, other correspondence and your instructions to us
- Credit/debit card and other payment details, so that we can receive payments from you, and details of financial transactions with you
- Records of your attendance at any events hosted by us
- Images in video and/or photographic form, and voice recordings

- Your marketing preferences, so that we know whether and how to contact you
 - Identification documents, such as passports and identity cards
 - Details of any county membership
 - Details of next of kin, family members, coaches and emergency contacts
 - Records and assessments of rankings, grading or ratings, competition results, events attended and performance
 - Any disciplinary and grievance information
 - Other information as necessary
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Special Categories of Personal Information

We may also collect, store and use the following “special categories” of more sensitive personal information about you:

- Information about your health, including any medical condition, health and sickness records, medical records and health professional information

We may not collect all of the above. Where we do process special category personal data, we do so on the basis that:

- It is necessary for the establishment, exercise or defence of legal claims
- It is necessary for carrying out our obligations and exercising our or your rights in the field of employment, social security and social protection law; or
- You have given your explicit consent

In the table below, we refer to these as the “special category reasons for processing”.

Where We Collect Your Information

We typically collect personal information when you apply to become a member of the Club, purchase any services or products we offer, make a query or complaint, or correspond with us by phone, email or in some other way. We

may also collect personal information about you from any third-party references you provide as part of your membership application.

If you provide us with details of referees, next of kin, beneficiaries, family members or emergency contacts, they have a right to know what personal information we hold about them, how we collect it, and how we use and may share it. Please share this notice with those you feel are sufficiently mature to understand it. They also have the same rights as set out in the “Your Rights” section below.

How We Use Your Information

The table below describes the main purposes for which we process your personal information, the categories of information involved and our lawful basis for doing so.

Purpose	Personal information used	Lawful basis
To administer your membership and manage our relationship with you, including payments and any support, service or product enquiries	All contact and membership details, transaction and payment information, records of your interactions with us, and marketing preferences	Necessary to properly manage and administer your membership contract with us.
To arrange and manage any contracts for the provision of services or products	Contact details, transaction and payment information, and records of your interactions with us	Necessary to administer and perform any contract for services or products you have purchased from us.
To send you information included in your membership benefits, including competitions and events, partner offers and discounts, and updates on snowsports	Contact and membership details	Necessary to properly manage and administer your membership contract with us.
To send you other marketing information we think you may find useful or that you have requested, including newsletters and information about membership, events, products and our commercial partners	Contact details and marketing preferences	Necessary to manage and administer your membership contract with us, or where we have a legitimate interest.
To answer your queries or complaints	Contact details and records of your interactions with us	We have a legitimate interest in providing complaint handling services in case there are any issues with your membership.

Purpose	Personal information used	Lawful basis
Retention of records	All the personal information we collect	We have a legitimate interest in retaining records while they may be required in relation to complaints or claims, and to properly administer your membership and run the Club. In some cases we may have legal or regulatory obligations to retain records. We process special category personal data on the basis of the "special category reasons for processing" set out in the Special Categories of Personal Information section above.
To conduct data analysis to better understand event attendance and trends within the sport	Records of your attendance at any events or competitions hosted by us	We have a legitimate interest in ensuring that our membership offering is targeted and relevant.
To promote the Club, our events and membership packages	Images in video and/or photographic form	Where you have given us your explicit consent to do so.
To comply with health and safety requirements	Records of attendance and medical information about your health	We have a legal obligation and a legitimate interest in providing you and other members with a safe environment in which to participate in sport. We process special category personal data on the basis of the "special category reasons for processing" set out in the Special Categories of Personal Information section above.
To administer your attendance at any courses or programmes you sign up to	All contact and membership details, transaction and payment data, details of any county membership and performance data	Necessary to register you on, and properly manage and administer your attendance at, the course and/or programme.
To arrange any trip or transport to and from an event	Identification documents, details of next of kin, family members and emergency contacts, transaction and payment information, and health and medical information	Necessary to make the arrangements for the trip and/or transport to an event. We process special category personal data on the basis of the "special category reasons for processing" set out in the Special Categories of Personal Information section above.

Purpose	Personal information used	Lawful basis
To use information about your physical or mental health (including any injuries) or disability status to ensure your health and safety, assess your fitness to participate in events or activities, and provide appropriate adjustments	Health and medical information	We process special category personal data on the basis of the “special category reasons for processing” set out in the Special Categories of Personal Information section above.
To gather evidence for possible grievance or disciplinary hearings	All the personal information we collect	We have a legitimate interest in providing a safe and fair environment for all members and ensuring the effective management of any disciplinary hearings, appeals and adjudications. We process special category personal data on the basis of the “special category reasons for processing” set out in the Special Categories of Personal Information section above.
To support the efficient running of the Club using artificial intelligence (AI) tools, as described in the “Use of Artificial Intelligence” section below	Contact and membership details, records of your interactions with us, and performance and attendance data	We have a legitimate interest in running the Club efficiently and effectively, or it is necessary to perform our contract with you.

For some personal information, there is a legal, contractual or other requirement for you to provide it to us. If you do not provide it, we may not be able to admit you as a member, properly perform our contract with you or comply with our legal obligations, and we may have to end your membership. For other personal information you are not obliged to provide it, but if you do not, we may not be able to properly perform our contract with you.

Where you have given us consent to use your personal information in a particular way, you have the right to withdraw that consent at any time by contacting us as described in the “Contacting Us” section below.

Withdrawing consent will not affect any use of your data made before you withdrew it, and we may still be entitled to hold and process the relevant personal information on bases other than consent. Withdrawing consent may also have the same effect as not providing the information in the first place; for example, we may no longer be able to provide certain member benefits to you.

Use of Artificial Intelligence (AI)

Your personal information may be processed using artificial intelligence (AI) tools to help us run the Club efficiently. This may include, for example:

- Drafting, organising and managing communications and administrative records
- Planning programmes, training schedules, travel and logistics
- Analysing training, performance, video and attendance information to support coaching

When we use AI tools, we will:

- Only use reputable providers that are bound by appropriate data protection and confidentiality terms
- Limit the personal information shared to what is necessary for the task, and avoid sharing special category information (such as health information) unless it is essential and lawful to do so
- Not knowingly allow your personal information to be used to train third-party AI models
- Ensure that any decisions affecting you are made by a member of our team; we do not use AI to make solely automated decisions that have a legal or similarly significant effect on you

Some AI providers may store or process data outside the UK. Where this happens, the safeguards described in the "Transferring Your Personal Information Internationally" section below apply. You can ask us about our use of AI at any time using the details in the "Contacting Us" section below.

Direct Marketing

From time to time, we may contact you by email, post or SMS with information about products and services we believe may interest you. You can tell us at any time that you do not wish to receive marketing messages by contacting us as described in the "Contacting Us" section below, or by replying to a message with the word "Unsubscribe".

Disclosure of Your Personal Information

We may share personal information with the following parties:

- Any party approved by you
 - Governing bodies or regional bodies for the sports covered by the Club, to allow them to administer those sports at local, regional and national level
 - Other service providers, such as payment processors, promotional advisors, contractors, suppliers, IT services and AI tool providers
 - Our supply chain partners and sub-contractors, such as couriers, import/export agents and shippers
 - Our commercial partners, to provide you with information on tickets, special offers, opportunities, products, services and other benefits provided as part of your membership
 - The Government or our regulators, where we are required to do so by law or to assist with their investigations or initiatives
 - Police, law enforcement and security services, to assist with the investigation and prevention of crime and the protection of national security
 - Hospitals and social services, where required for health and welfare
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Transferring Your Personal Information Internationally

The personal information we collect may be transferred to and stored in countries outside the UK and the European Union. Some of these countries offer different levels of protection for personal information and, in some cases, their laws may be less protective than those where you normally live.

We will take all reasonable steps to ensure that your personal information is only used in line with this notice and applicable data protection laws, and is kept secure. Where a third party processes your data on our behalf, we will put appropriate safeguards in place as required by data protection law. For further details, please contact us using the details in the "Contacting Us" section below.

How Long We Keep Personal Information

How long we keep your personal information depends on the type of information and why we collected it. Information we need to keep for legal purposes will normally be retained in line with usual commercial practice and regulatory requirements. Generally, where there is no legal requirement, we keep physical and electronic records for 6 years after your last contact with us or the end of your membership. Exceptions to this are:

- Details of unsuccessful membership applicants, which we keep for no more than 12 months
- Information that may be relevant to personal injury or discrimination claims, which may be kept until the limitation period for those claims has expired. This can be an extended period, as the limitation period may not start until long after the event

It is important that the personal information we hold about you is accurate and up to date. Please let us know if anything changes, for example your phone number or email address, using the details in the "Contacting Us" section below.

Your Rights

You have the following rights in relation to your personal information:

- The right to be informed about how your personal information is being used
- The right to access the personal information we hold about you
- The right to request the correction of inaccurate personal information we hold about you
- The right to request the erasure of your personal information in certain limited circumstances
- The right to restrict processing of your personal information where certain requirements are met
- The right to object to the processing of your personal information
- The right to request that we transfer elements of your data to you or another service provider

- The right to object to certain automated decision-making using your personal information

Some of these rights, such as data portability or the right to object to automated decision-making, have specific requirements and exemptions and may not apply to the personal information we hold. For example, we do not use solely automated decision-making in relation to your personal data. Other rights, such as withdrawing consent or objecting to direct marketing, are absolute.

This is a general summary of your legal rights, which is a complex area of law. More information is available on the Information Commissioner's Office (ICO) website at <https://ico.org.uk/for-the-public/>. To exercise any of these rights, or if you have any questions, please contact us using the details in the "Contacting Us" section below.

If you are unhappy with the way we are using your personal information, you can complain to the ICO or your local data protection regulator. However, we would encourage you to contact us first so that we can try to resolve your concern.

Changes to This Notice

We may update this notice from time to time. When we make material changes, we will update the review dates at the top of this notice. For significant changes, we will try to give you reasonable notice unless we are prevented from doing so. Where required by law, we will seek your consent to changes in the way we use your personal information.

Contacting Us

If you have any query or complaint about the information we hold about you, please email rob@excelraceacademy.co.uk or contact us via social media.

Signed:

A handwritten signature in black ink, appearing to read 'Rob Bullen', written in a cursive style.

Rob Bullen, *Managing Director*

Date: 08/10/2026