

PRIVACY NOTICE FOR USE OF THE PLATFORM

Last updated Nov 2023

1 PURPOSE OF THIS NOTICE

We respect the privacy of every person who accesses the Performance Zone or the Mindset Toolkit website, formally known as the members' club', together the "**Platform**". This privacy notice explains our approach to any personal information that you might supply to us (or that might be collected from you) in connection with your use of the Platform.

The Platform is intended for use by organisations and your access to this Platform has been granted by the organisation you work for. We are therefore providing you access to the Platform acting on behalf of your organisation and your organisation will have the right to: (i) control and administer your access to the Platform; and (ii) access and process any data you submit or provide through use of the Platform.

Accordingly, your organisation is likely to have its own policies regarding storage, access, modification, deletion and retention of personal information you submit or provide through your use of the Platform.

2 WHO ARE WE AND WHAT DO WE DO

The Platform is operated by Sporting Edge Digital Limited (registered company number 08936216) ("**we**" "**us**" or "**our**"), a high performance consultancy that helps business leaders, elite teams and global organisations to tackle their performance challenges and goals stay ahead of the game.

3 HOW TO CONTACT US

The Platform is operated by Sporting Edge Digital Limited

If you have any questions about this privacy notice, please contact us by:

- sending an email to hello@sportingedge.com; or
- writing to us at Sporting Edge Digital Limited, Innovation Centre, Airfield Business Park, Market Harborough, Leicestershire LE16 7WB.

4 WHAT PERSONAL INFORMATION WE COLLECT AND HOW WE COLLECT IT

We collect and maintain personal information that you voluntarily submit to us during your use of the Platform (e.g. when registering with us, when inputting any information into the Platform, during the course of email exchanges with us or as part of any customer support interactions).

In particular, in order to register with and gain access to the Platform, we require the following personal information from you:

- First name;
- Last name;
- Email address;
- Contact telephone number.

For some programmes, we may also collect the following personal information from you:

- Postal address;
- Any personal information that you volunteer about yourself in response to our initial fact-finding questionnaires.

If you contact us, we may collect additional personal information from you such as your opinion of our service.

We may also combine personal information that we collect through your use of the Platform with personal information that you have provided to third parties (e.g. your employer) and in respect of which you have given the third party permission to share with us. We may also collect personal information regarding your use of and activity on the Platform through use of cookies. This personal information allows us to deliver more helpful information and services and improve the Platform.

Cookies

Through our use of cookies, log files and other similar technologies, we may collect personal information regarding your mobile device or the computer hardware and software used to access the Platform. This may include the following:

- IP address of device(s) used;
- Browser type and language;
- Operating system and device type;
- Referring website addresses or exit website addresses;
- Approximate location;
- Access times and dates;
- Information relating to your interaction with videos on the Platform (video titles watched, IP address per video, date/time of video viewed, number videos viewed).

What are cookies?

A cookie is a very small text document, which often includes an anonymous unique identifier. Information gathered through cookies may include the date and time of the visits made to the Platform, the pages viewed and the time spent on the Platform. For further details on cookies, please visit [All About Cookies \(www.allaboutcookies.org\)](http://www.allaboutcookies.org) where you can find comprehensive information on cookies and similar technologies.

What cookies do we use?

We use a range of cookies on the Platform. These are used to enable us to recognise you when you log in and to help make it easier for you to navigate the Platform. We also use “analytics” cookies which, in conjunction with our web server’s log files, allow us to calculate the aggregate number of people visiting our Platform and which parts of our Platform are most popular. This helps us gather feedback so that we can improve the Platform and better serve our users. We do not generally store any personal information that you provide to us in a cookie.

You can find more information about the individual cookies we use and the purposes for which they are used in the table below:

Cookie Type	Purpose
JSESSIONID	Enables you to carry information across pages of the Platform and avoid having to re-enter information. Session cookies enable us to compile statistics that help us to understand how the Platform is being used and to improve its structure.
login	Encrypted account identifier for automatic login to the Platform.
productView	Remember the setting for search result view.

quality	Remembers the preferred video quality when not using adaptive bitrate.
video.useBackup	Remember your choice to use video fall-back version when primary version can't be played.
Google Analytics _ga _gid _gat	Allows us to store information such as the time you visit the Website, whether you have visited before and the website that you visited prior to visiting our Website. For more information about Google Analytics please see: www.google.com/intl/en/analytics/privacyoverview .

Most of our cookies expire within 30 days, although some such as analytics cookies, may persist for between two and ten years.

Consent to use cookies

By continuing to use the Platform, you are deemed to consent to our use of the cookies described in this section. If you do not consent to us using cookies then please read the next paragraph entitled "Blocking our Use of Cookies".

Blocking our use of cookies

You can block our use of cookies by activating the settings in your browser. Please visit [All About Cookies](http://www.allaboutcookies.org) (www.allaboutcookies.org) where you can find comprehensive information on cookie management and blocking for a wide variety of browsers.

5 HOW WE USE YOUR PERSONAL INFORMATION

Provision of the Platform

We use your personal information to administer your account on the Platform, to process your responses to our surveys and information requests to help us make the Platform more relevant to you, to provide you with access to the Platform and the content on the Platform and to carry out actions you request on the Platform, such as requests for support.

Communicating with you

We use your personal information to communicate with you by email and telephone. We may send you service messages and links by email to content to which you have been subscribed, or we may speak to you by telephone about the administration of your account and any queries you may have.

Feedback

We may offer various user interfaces to allow visitors to provide us with feedback about the Platform. Contact information may be requested in each case, along with information about your computing environment and/or industry, and details of your request or reported feedback. This information is used in order to allow us to respond to your requests, to assure that the Platform and any other services work correctly.

Usage reports

We create usage reports which incorporate information about the use of the Platform by you and other users. Such information will be aggregated and anonymised. These reports may be used for marketing purposes.

Sharing information with your organisation

If requested by your employer or organisation, we will share your personal information with them. For example, we will share usage reports with your employer or organisation, setting out which videos have been watched by whom. This information will not be anonymised.

6 TRANSFERS OUTSIDE THE EEA

We share your personal information with a variety of third party service providers to assist us with the operation and management of the Platform. These providers include payment processors, survey providers, software providers and helpdesk support.

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Some of our third party service providers are located in the USA. All of our third party processors who are located in the USA are certified to the “UK Extension to the EU-US Data Privacy Framework” (UK Extension) under Article 45 of the UK General Data Protection Regulation (GDPR). For further details, see:

<https://www.dataprivacyframework.gov/s/article/FAQs-UK-Extension-to-the-EU-U-S-Data-Privacy-Framework-UK-Extension-to-the-EU-U-S-DPF-dpf>

7 HOW LONG WE KEEP YOUR PERSONAL INFORMATION FOR

We will only process your personal information for as long as we are required to do so by your employer or organisation.

8 CONFIDENTIALITY AND SECURITY OF YOUR PERSONAL INFORMATION

We are committed to keeping the personal information you provide us secure and we will take reasonable precautions to protect your personal information from loss, misuse or alteration.

9 HOW TO ACCESS YOUR INFORMATION AND YOUR OTHER RIGHTS

You have various rights under applicable data protection laws with respect to our processing of your personal information. Please refer to your organisation’s privacy notice for more information about these rights. Should you wish to exercise any of your rights, please speak to the relevant person within your organisation.

10 CHANGES TO THIS PRIVACY NOTICE

To ensure that you are always aware of how we use your personal information we will update this privacy notice from time to time to reflect any changes to our use of your personal information. We may also make changes as required to comply with changes in applicable law or regulatory requirements. We may notify you by email of any significant changes. However, we encourage you to review this privacy notice periodically to be informed of how we use your personal information.