

# Soho Swim Privacy & GDPR Policy

## Preface

We reserve the right to update our Privacy Policy. Customers will be informed of any significant changes.

Our contact details:

Name: Soho Swim CIC

E-mail: [info@sohoswim.co.uk](mailto:info@sohoswim.co.uk)

## What data is collected?

This website uses cookies and similar technologies, which are small files or pieces of text that download to a device when a visitor accesses a website or app.

These functional and required cookies are always used, which allow Hostinger, our hosting platform, to securely serve this website to you.

These analytics and performance cookies are used on this website, as described below, only when you acknowledge our cookie banner. This website uses analytics and performance cookies to view site traffic, activity, and other data.

This website is hosted by Hostinger. Hostinger collects personal data when you visit this website, including:

- Information about your browser, network, and device
- Web pages you visited prior to coming to this website
- Web pages you view while on this website
- Your IP address

Hostinger needs the data to run this website, and to protect and improve its platform and services. Hostinger analyses the data in a depersonalised form.

We also use Google Analytics to monitor site traffic, activity, and other data. This service collects data such as:

- Clicks
- Internal links

- Pages visited
- Scrolling
- Searches
- Timestamps

We share this information with Google Analytics, our website analytics provider, to learn about site traffic and activity.

When you submit information to this website via webform, we collect the data requested in the webform in order to track and respond to your submissions. We share this information with Hostinger, our hosting provider, so that they can provide website services to us.

Via webform, we collect the following data:

- Name
- Address
- Email
- Date of Birth
- Phone number
- Medical Conditions

Payment Information (e.g., Credit/Debit Card Details)

We use the information that you have given us to provide lessons and process payments via our payment processor, Stripe.

Under the UK General Data Protection Regulation ("UK GDPR"), the lawful basis we rely on for processing this information is your consent. You are able to remove your consent at any time by contacting [info@sohoswim.co.uk](mailto:info@sohoswim.co.uk).

## How we store your information

Your information is securely stored.

We store this data on an encrypted, offline hard-drive. Any breaches will be reported within 72 hours, reporting what data has been lost, what the consequences are and the countermeasures taken. If the data was unencrypted, the user will be informed.

We keep your email, name, address, date of birth and phone number as long as you continue to have lessons with us. We will then dispose of your information by deletion.

## Third Party Links

Soho Swim may include or link to third party products or services. These third party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites.

## Your data protection rights

Under data protection law, you have rights including:

Your right of access – You have the right to ask us for copies of your personal information.

Your right to rectification – You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure – You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing – You have the right to ask us to restrict the processing of your personal information in certain circumstances.

Your right to object to processing – You have the right to object to the processing of your personal information in certain circumstances.

Your right to data portability – You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at [info@sohoswim.co.uk](mailto:info@sohoswim.co.uk) if you wish to make a request.

## How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at [info@sohoswim.co.uk](mailto:info@sohoswim.co.uk).

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 03031 231 113

ICO website: <https://www.ico.org.uk>

Date of Change: 24/06/2025

[Soho Swim](#)