

KINGDOM HERITAGE ACADEMY

Privacy Policy

Last updated: 27 August 2026

This policy explains what personal information Kingdom Heritage Academy collects through our website and our online booking system, why we collect it, what we do with it, and the rights you have over it. It applies to everyone who visits our website, enquires about our sessions, or books a place for a child.

Every child at the Academy is under 12, and many are toddlers, so almost all of the information we hold is information about young children. We take that seriously. Sections 5, 6 and 7 explain how we handle health information, children’s information and photographs.

This policy covers families, visitors and enquirers. It does not cover our staff, coaches and volunteers, whose information — including DBS checks — is handled separately.

1. Who we are

This website is operated by Kingdom Heritage Academy Ltd, a company registered in England and Wales under company number 17372708, whose registered office is at Markham House, 20 Broad Street, Wokingham, RG40 1AH.

We are the "data controller" for the personal information described in this policy, which means we decide why and how it is used. We are registered with the Information Commissioner’s Office under registration reference ZC229779.

If you want to...	Contact
Ask about this policy, or exercise any of your rights	info@kingdomheritageacademy.com
Raise a safeguarding concern	Nicola Knuckles, Designated Safeguarding Lead safeguarding@kingdomheritageacademy.com
Make a complaint	complaints@kingdomheritageacademy.com

2. The information we collect

Booking and membership information

When you book a free taster session or an ongoing place, you complete a sign-up form provided by Coacha, our club management system. Depending on the programme, we collect:

- the child’s name, date of birth and age group
- the name, email address, postal address and telephone number of the parent or guardian making the booking
- emergency contact names and telephone numbers
- medical conditions, allergies, dietary requirements, medication and any additional needs relevant to the child’s safety

- attendance records, and coaching notes on the child's progress and development
- records of any accident, injury or incident at a session
- whether you accept or decline our Photographic Waiver

Enquiries

If you use the contact form on our website, or email one of the addresses above, we collect your name, your email address, any telephone number you give us, and the content of your message.

Payments

Taster sessions are free. Where an ongoing place is paid for, payment is processed by Stripe. Your full card details are entered directly into Stripe's systems and are never seen or stored by us. We receive confirmation that a payment has succeeded, the amount, and the last four digits of the card.

Photographs and video

Where a parent or guardian has accepted our Photographic Waiver, we take photographs and video of children at sessions. Section 7 explains exactly how these are used.

Website and technical information

When you visit our website we may collect your IP address, the type of device and browser you are using, the pages you visit, and the choices you make on our cookie banner. Section 10 explains this in more detail.

3. How we collect it

We collect personal information:

- directly from a parent or guardian, when they complete a sign-up form, send us an enquiry or speak to us at a session
- from our coaches, in the ordinary course of running sessions — for example attendance, progress notes and accident records
- automatically, through cookies and similar technologies when you use our website, in line with the choices you make on our cookie banner

4. Why we use it, and our legal basis

Data protection law requires us to have a valid reason — a "lawful basis" — for using personal information. The table below sets out what we do and why.

What we use it for	Information used	Our lawful basis
Taking and managing bookings, and delivering the sessions you have booked	Child and parent/guardian details, attendance records	Performance of a contract with you
Keeping children safe: emergency contact, first aid, allergy and medical awareness	Emergency contacts, medical, dietary and additional needs information	Legitimate interests (child welfare) and, for health information, explicit consent — see section 5
Coaching, and supporting each child's development	Progress notes, attendance	Performance of a contract with you

What we use it for	Information used	Our lawful basis
Responding to your enquiry	Name, contact details, content of your message	Legitimate interests (answering people who contact us)
Taking payment and keeping accounting records	Booking details, payment confirmations	Performance of a contract, and legal obligation (tax and company law)
Meeting our safeguarding responsibilities, including recording and reporting concerns	Any information relevant to a concern	Legal obligation, and substantial public interest (safeguarding of children)
Taking and using photographs and video of children	Images and footage	Consent, given through our Photographic Waiver — see section 7
Dealing with complaints, insurance matters and legal claims	Relevant booking, attendance and incident records	Legitimate interests (defending our position) and legal obligation
Running and securing our website, and understanding how it is used	IP address, device and browsing information	Consent for optional cookies; legitimate interests for security and essential functions

Where we rely on **legitimate interests**, we have considered whether our interest is outweighed by the rights of the child and of you as their parent or guardian, and we have concluded that it is not. You can object at any time by emailing info@kingdomheritageacademy.com.

We do not use anyone's information to make automated decisions, and we do not profile children.

5. Health and dietary information

Information about a child's health, allergies, medication or additional needs is treated as "special category data" under UK data protection law and is given extra protection.

We ask for it so that our coaches can keep children safe — so that we know about an allergy before a snack is offered, or about asthma before a session begins. We rely on your explicit consent, which you give when you complete the sign-up form. If a child becomes seriously unwell or is injured and cannot be helped without it, we may also share this information with emergency services in order to protect their vital interests.

You can withdraw your consent at any time by emailing info@kingdomheritageacademy.com. If you do, we will delete the information — but please be aware that we may not be able to offer your child a place if we cannot be confident of their safety without it. Withdrawing consent does not affect anything we did with the information beforehand.

This information is visible only to the coaches and staff who need it in order to run the session safely.

6. Children's information

Our programmes are for children from 18 months to 11 years old. Every booking must be made by a parent or guardian aged 18 or over, who provides the child's information and gives any consents on their behalf.

In line with the Information Commissioner's Children's Code, we commit to the following:

- we collect only the information we genuinely need in order to run the session and keep your child safe

- we never use children’s information for marketing, and we never profile children
- we never sell children’s information, and we never share it with anyone for their own purposes
- our website has no social media tracking pixels and no advertising trackers on it
- access to children’s records is limited to the coaches and staff who need it

A parent or guardian can exercise any of the rights in section 11 on their child’s behalf.

7. Photographs and video

We love capturing children enjoying their football. We will never photograph or film your child without your permission, and declining will never affect your child’s place at the Academy or how they are treated.

Our Photographic Waiver, which you accept or decline on the sign-up form, is the full statement of what you are agreeing to. In summary, where you accept it, images of your child may be used for three purposes and nothing else:

- **Internal use** — our own records, registers, coaching and player development, and celebrating achievements within the Academy.
- **The Academy website** — to show families and prospective families what we do.
- **Sponsor reports** — images may be included in reports and updates shared privately with the sponsors and partners who fund the Academy. Sponsors are never given your child’s name or any personal details, and these reports are not published.

Anything beyond those three uses — social media, printed leaflets, posters, banners, newspapers or any other press, publishing a child’s name alongside their image, or any use by a third party outside the Academy — requires us to come back and ask you for permission for that specific use. You are free to say no.

How we keep children safe in images

We never publish a child’s full name alongside their image — under the waiver we do not publish names at all.

We never include personal details such as an address, school, phone number or email alongside an image.

Children are always suitably dressed, and images are only ever taken in open, public parts of the session — never in changing areas or toilets.

Photographs are taken on Academy equipment by a named member of staff, are not stored on personal phones, and are kept securely.

Only the Academy’s official website and accounts are used to share images.

Even where a parent has accepted the waiver, if a child does not want their photograph taken, we respect that.

You can withdraw your agreement at any time by emailing info@kingdomheritageacademy.com. We will stop using images of your child going forward, and remove them from our website as soon as we can. We review the images we hold regularly and delete those we no longer need. If you would like to know what we hold, or would like images of your child deleted, just ask.

8. Who we share it with

We do not sell your personal information, and we do not share it with anyone for their own marketing purposes. We use a small number of service providers who process information on our behalf, under contract and on our instructions:

Provider	What they do for us	Where information is processed
Wix	Hosts our website, and provides the contact form and cookie consent banner	European Economic Area, with transfers to Israel and the United States
Coacha	Provides our booking and club management system, and stores sign-up records	United Kingdom
Stripe	Processes card payments and prevents payment fraud	European Economic Area, with transfers to the United States
Google (Workspace, reCAPTCHA, Fonts)	Provides our email, protects our forms from spam, and delivers website fonts	European Economic Area, with transfers to the United States
Microsoft	Provides performance monitoring used within the Coacha sign-up form	European Economic Area, with transfers to the United States

We may also share information:

- with our sponsors and partners, in the private reports described in section 7 — images only, never names or personal details
- with our insurers or professional advisers, where necessary to deal with a claim
- with emergency services, where a child's health or safety requires it
- with the police, children's social care, the local authority designated officer or another agency, where we are required to do so by law or where it is necessary to protect a child from harm

International transfers

Some of our providers process information outside the United Kingdom. Where they do, we rely on the safeguards permitted by UK data protection law — either a UK adequacy decision, the UK Extension to the EU-US Data Privacy Framework, or the International Data Transfer Addendum to the standard contractual clauses. You can ask us for more detail at info@kingdomheritageacademy.com.

9. How long we keep it

We keep personal information only for as long as we need it, and then delete it securely.

Information	How long we keep it	Why
Sign-up, membership and attendance records	While your child attends, then until their 21st birthday	A person injured as a child has until their 21st birthday to bring a claim
Medical, dietary and emergency contact information	12 months after your child stops attending	No longer needed once they no longer attend
Records of accidents, injuries or safeguarding concerns	Until the child's 25th birthday	Recognised practice for records relating to children, given the time limits for claims

Information	How long we keep it	Why
Photographs and video	While your child attends, reviewed regularly and deleted when no longer needed	As set out in our Photographic Waiver
Enquiries that do not lead to a booking	12 months	Long enough to follow up, no longer
Payment and accounting records	6 years from the end of the financial year	Required by tax and company law
Cookie consent records	12 months	To evidence the choice you made, and to ask you again in due course

10. Cookies and similar technologies

A cookie is a small file placed on your device by a website. We use them, and similar technologies, in two ways.

Essential cookies are needed for the site and the sign-up form to work — they keep your booking session running, protect our forms from automated abuse, and secure card payments. These do not require your consent, because without them we cannot deliver what you have asked for.

Optional cookies cover everything else: fonts loaded from Google to style our sign-up form, and performance monitoring used within it. These are only used if you agree, and nothing in this group loads until you do.

When you first visit our site you will see a banner asking what you are willing to accept. You can accept or decline optional cookies, and you can change your mind at any time using the cookie settings link in our footer. Declining optional cookies will not stop you from booking a session.

You can also block or delete cookies through your browser settings, though this may affect how the site works. We do not use advertising cookies or social media tracking pixels.

11. Your rights

Under UK data protection law you have the right to:

- **be informed** about how we use your information — which is what this policy is for
- **access** a copy of the information we hold about you or your child
- **rectification** — have inaccurate information corrected or incomplete information completed
- **erasure** — ask us to delete information, where there is no good reason for us to keep it
- **restrict processing** — ask us to pause our use of information while a concern is resolved
- **data portability** — receive information you gave us in a reusable electronic format
- **object** to us using information where we rely on legitimate interests
- **withdraw consent** at any time, where we rely on your consent — including the Photographic Waiver and health information

To exercise any of these rights, email info@kingdomheritageacademy.com. We will respond within one month. There is normally no charge. We may ask you for proof of identity before we release information, so that we never disclose a child's details to the wrong person.

12. How we protect information

We keep personal information on reputable, access-controlled systems rather than on personal devices or paper files. Accounts are protected by strong passwords and two-factor authentication. Access is limited to the people who need it: medical and emergency information is visible only to coaching staff running the relevant session, and safeguarding records are held separately, under the control of our Designated Safeguarding Lead. All of our coaches are DBS checked.

No system can be guaranteed completely secure. If a breach occurs that is likely to put anyone's rights at risk, we will tell those affected and report it to the Information Commissioner's Office as the law requires.

13. Complaints

If you are unhappy with how we have handled personal information, please tell us first at complaints@kingdomheritageacademy.com — we would like the chance to put it right.

You also have the right to complain to the Information Commissioner's Office, the UK regulator for data protection:

Information Commissioner's Office
Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF
Helpline: 0303 123 1113
ico.org.uk/make-a-complaint

14. Changes to this policy

We may update this policy from time to time — for example if we start using a new booking or payment provider. The date at the top shows when it was last changed. Where a change materially affects how we use your information, we will tell you directly.

15. Contact us

Kingdom Heritage Academy Ltd
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info@kingdomheritageacademy.com
Company Registration No. 17372708
ICO registration reference: ZC229779