



Avenue Tennis Limited's Privacy Policy- January 2025

1. Interpretation

- 1.1 At Avenue Tennis Limited (“**We**”) are committed to protecting and respecting your privacy.
- 1.2 In this privacy policy (the “**Policy**”), “personal data”, “sensitive personal data”, “data controller”, “data processor” and “data subject” shall have the meanings given to them in the Data Protection Act 1998 (the “**Act**”).
- 1.3 This Policy sets out the basis on which We process any personal data that We store about you. Please read the following carefully in order to understand how We will treat, store and process your Personal Data.
- 1.4 By becoming a Member of one of our Clubs, or by visiting www.avenuetennis.co.uk (the “**Website**”) you are accepting and consenting to the treatment of your personal data in the manner described in this Policy (from time to time). Please check back regularly as We are entitled to change this Policy at any time, and any changes will affect you.
- 1.5 For the purposes of the Act, the data controller is Avenue Tennis Limited, a company incorporated in England and Wales with company number 09598332 and its registered office at 4 Bloors Lane, Rainham, Gillingham, Kent ME8 7EG.
- 1.6 All capitalised but as yet undefined terms in this Policy shall have the meanings given to them in the Terms and Conditions contained at www.avenuetennis.co.uk/terms.

2. Personal Data we collect:

Members, non-members and guests

- 2.1 We record your name, postal and email addresses, telephone number(s) and contact preferences when you enquire on our website or when you sign in as a guest. If one of our members makes a booking for you as a guest or recommends you as a friend they may provide us with your name, phone number and email address
- 2.2 We record your name, email address, your device’s MAC address and IP Address when you log onto our wireless network
- 2.3 If you use our website we record information about the URL you came from, your device’s IP address, your browser type and information about where your device is located. If you use one of our spas we keep a record of your booking and a consultation card which hold information about your general health and treatment.
- 2.4 Incidents and Accidents: If you or your child is involved in an accident, we will record details of the incident.
- 2.5 If your child attends a supervised activity at one of our clubs we keep a record of their attendance, emergency contact details and key health information for example allergies.

3. Members

In addition, if you’re a member of one of our clubs, we may collect and process the following data about you summarised by category:

3.1 Contact and identification details:

We record your date of birth and gender. We will also take your photograph when you join. We store your user name and password to enable online booking access. If you give us evidence in support of your membership application for example student nus card, we will keep it on file.

3.2 Session and Device details:

If you use our mobile app we record your usage and location (if your device settings allow).

3.3 Payment Details:

We keep the details of your membership package and fees for you and others linked to your membership and the payments you make to us. If you pay your membership and other fees by direct debit or autopay card we will keep a record of your bank and/or card details.

3.4 Usage and attendance:

We keep a record of when you swipe in to Avenue Tennis using your membership fob. We also hold information about your racquets and class bookings. We keep note of vouchers and guest passes issued to you. We keep a record of your health and fitness goals, body statistics and medical information if you choose to share them with us and/or allow us to record this data.

We use CCTV for the prevention and detection of crime and the health and safety of guests, members and staff. We use information about website usage to make our website easier to navigate.

3.5 Information we receive from third parties:

As a partner of Incorpore Ltd and My Gym Discounts we will receive your personal information such as name, address, email address and mobile phone number from them direct before we make contact with you to set up your membership

3.6 Details held by other service providers:

We may make available to our members some services which are provided by our gym equipment provider Technogym. In each case, they are responsible for telling you about any personal data which they collect.

3.7 Avenue Ladders

If you become part of our internal ladders programme, we will ask you for your permission before we share your contact phone number or email address with another participant.

4. **Non-members, Guests and Ex-members**

If you are not a member we use the information that you provide or that we collect in line with this Privacy Policy on the basis of our legitimate business interests unless otherwise stated for the following purposes:

Contact and identification:

We use your contact details to respond to your enquiry or manage your booking and to let you know about our products and services may be of interest (including through the use of email, phone and text if you have agreed to receive this information from us electronically).

Session and device details:

We use session and device details to manage access to our network and to make our website easier to use.

Payment details:

We use your payment card details to collect payment for goods and services.

Usage and attendance details:

We use CCTV for the prevention and detection of crime and the health and safety of guest, members and staff. We use information about website usage to make our website easier to navigate.

Incidents

We record details of incidents to comply with our obligations under health and safety legislation.

Details about your child

We use information you give us about your child to safeguard their health and safety.

Ex-Members

Once your membership is terminated, we will retain your contact details and may continue to market to you unless you unsubscribe.

5. **Cookies**



Our Website uses those cookies specified in our Cookie Policy, a copy of which is contained at www.avenuetennis.co.uk/terms for the purposes stated in that policy.

6. Use

6.1 We will use your personal data to:

- provide you with the services, products or other information that you request or consent to;
- for internal administration purposes; or
- to notify you about any changes to our services or your Membership.

7. Disclosure

7.1 We may need to share your personal data with our service providers, associated organisations and agents for the purposes stated in this Policy.

7.2 We may disclose your personal data to third parties for the purposes of recovering any funds owed by you.

7.3 We will disclose your personal data to third parties if We sell all or substantially all of our assets to a third party (in which case your personal data will be one of the transferred assets).

7.4 If We are under any duty to disclose or share your personal data with the required third party to comply with any legal obligation, or to enforce or apply our Terms and Conditions of Membership or Club Rules (both contained at www.avenuetennis.co.uk/terms) we will do so.

8. Storage

8.1 All personal data we collect from you will be stored in the cloud on servers located outside of the European Union in the United States of America with regards to our membership system (mindbody inc) and our email system (mailchimp)]. Both of these systems participate in and has certified its compliance with the EU-U.S. Privacy Shield Framework.

8.2 Technogym's My Wellness cloud stores data in the cloud on servers located within the EU.

8.3 All payment transactions will be encrypted using SSL technology.

8.4 Whilst We will use appropriate security and technical measures to prevent unauthorised access to your personal data, We cannot guarantee the complete security of your personal data transmitted to us through our Website (as the transmission of information via the Internet is never completely secure). Any transmission of personal data through our Website is done at your own risk.

9. Your rights

9.1 You have the right to ask us not to process your personal data for marketing purposes. We will inform you if we intend to use your data for such purposes, or if we disclose your personal data to third parties for such purposes.

9.2 You can exercise your right to prevent processing for direct marketing purposes at any time by checking certain boxes on the forms we use to collect your data. Alternatively, you can contact us at info@avenuetennis.co.uk.



9.3 Where our Website contains links to third party websites (from time to time), if you follow a link to any of these websites, your visit will be subject to their own privacy policies, for which We accept no responsibility or liability for how they collect and store your personal data.

9.4 You have the right, under the Act, to access all the personal data We hold about you from time to time. This right can be exercised, in accordance with the Act, by submitting a subject access request to us at info@avenuetennis.co.uk and payment of the nominal administration fee of £10.00.

9.5 If you have any queries, comments or requests regarding this Policy, please contact us at info@avenuetennis.co.uk.