

Policy Title:	<b>Privacy Policy</b>
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Policy approver:	Managing Director – Pippa Clark
Policy owner:	Sports Director – Adrian John

This Privacy Policy is designed to complement your Terms & Conditions, specifically expanding on **Clause 11 (Data Protection)**. It is written to be compliant with the **UAE Federal Decree-Law No. 45 of 2021 regarding the Protection of Personal Data**, ensuring that AIS Athletics remains professional and transparent with parents.

## **AIS Athletics Privacy Policy**

**Last Updated:** March 2026

At **AIS Athletics**, we are committed to protecting the privacy and personal data of our athletes and their families. This Privacy Policy outlines how we collect, use, store, and protect your information when you enroll in our programs, camps, or academies.

### **1. Information We Collect**

To provide a safe and effective athletic environment, we collect the following types of information:

- **Parent/Guardian Details:** Name, contact number, email address, and home address.
- **Athlete Details:** Name, date of birth, gender, and school attending.
- **Health & Welfare:** Medical conditions, allergies, injuries, or learning needs (as required by Clause 6 of our T&Cs).
- **Performance Data:** Attendance records, skill assessments, and progression through our LTAD framework.
- **Media:** Photographs and videos captured during sessions for coaching feedback or marketing (as per Clause 8 of our T&Cs).

### **2. How We Use Your Data**

We use your information strictly for the following purposes:

- **Program Delivery:** Managing enrollments, groupings, and coach assignments.
- **Communication:** Sending session updates, weather-related cancellations, or kit requirements.
- **Safety & Safeguarding:** Ensuring coaches are aware of medical needs and emergency contact details.
- **Marketing:** Promoting AIS Athletics achievements or upcoming camps (unless you have opted out in writing).
- **Performance Analysis:** Using video footage to provide technical feedback to athletes.

### 3. Data Sharing & Third Parties

AIS Athletics does not sell or rent your personal data. We only share information with:

- **ESM (Electronic Sports Management):** Our partner for venue management and administration.
- **Participating Schools:** To verify student eligibility and coordinate facilities.
- **Emergency Services:** If medical intervention is required during a session.
- **Internal Staff:** On a "need-to-know" basis (e.g., a coach receiving an allergy list).

### 4. Media Consent & Opt-Out

As per our Terms & Conditions, consent for photography and videography is assumed upon enrollment.

- **Marketing:** Photos may be used on our website or social media.
- **Opt-Out:** Parents wishing to opt out must provide a formal written request to AIS Athletics management prior to the start of the term.

### 5. Security & Retention

We implement industry-standard security measures to protect your data from unauthorized access. We retain personal information only for as long as is necessary to fulfill the purposes of program delivery and legal compliance. Once an athlete leaves the program, sensitive medical data is securely deleted.

### 6. Your Rights

Under UAE data protection laws, you have the right to:

- Access the personal data we hold about you.
- Request the correction of inaccurate information.
- Withdraw consent for marketing communications at any time.

### 7. Changes to This Policy



AIS Athletics reserves the right to update this Privacy Policy to reflect changes in local laws or our operational procedures. Any significant changes will be communicated via email or our enrollment platform.

### Contact Us

If you have any questions regarding your data or wish to update your preferences, please contact the **AIS Athletics Administration Team**. [admin@aisathletics.ae](mailto:admin@aisathletics.ae)

