

# Privacy Policy – The Football Factory

**Effective Date:** 20/06/2025

At The Football Factory your privacy is important to us. This Privacy Policy explains how we collect, use, store, and protect your personal information when you use our services, website, and facilities.

## 1. Information We Collect

We may collect the following personal data:

* **Contact details:** name, email address, postal address, phone number.
* **Booking details:** booking dates, times, payment information.
* **Payment information:** card details processed securely via our third-party provider Stripe.
* **Children’s data:** where applicable, with parental/guardian consent for parties or coaching sessions.
* **Usage data:** how you use our website and services (e.g., IP address, browser type).
* **Health information:** relevant medical details disclosed for participation in sessions.

## 2. How We Use Your Information

Your information is used to:

* Process your bookings and payments.
* Communicate with you regarding bookings, updates, promotions, and customer service.
* Ensure safety and suitability for activities (e.g., medical conditions).
* Comply with legal obligations.
* Improve our services and website experience.
* Manage and promote events and parties.
* Safeguard children and vulnerable individuals.

## 3. How We Share Your Information

We do **not** sell or rent your personal data. We may share your information with:

* **Payment processors:** Stripe, to securely handle your payments.
* **Service providers:** trusted third parties assisting with marketing, IT, and operations.
* **Legal authorities:** if required by law or to protect rights and safety.
* **Parents/guardians:** regarding children’s activities and consent.

## 4. Data Security

We implement appropriate technical and organisational measures to protect your personal data against unauthorized access, alteration, disclosure, or destruction.

Payments are securely processed by Stripe, which complies with PCI DSS standards. We do **not** store full payment card details.

## 5. Data Retention

We retain your personal data only as long as necessary for the purposes outlined in this policy or as required by law.

## 6. Your Rights

You have the right to:

* Access the personal data we hold about you.
* Request correction or deletion of your data.
* Object to or restrict processing.
* Request data portability.
* Withdraw consent at any time (where processing is based on consent).

To exercise these rights or for any data privacy queries, please contact us at:

**Email:** info@footballfactorymidlands.com  
**Address:** The Football Factory, Unit 5, Enfield industrial estate, Redditch, B97 6BG

## 7. Cookies

Our website uses cookies to enhance user experience. You can control cookie preferences via your browser settings.

## 8. Changes to This Policy

We may update this Privacy Policy occasionally. Changes will be posted on our website with an updated effective date.

Thank you for trusting The Football Factory with your information.

Unit 5, Enfield Industrial Estate, Redditch, B97 6BG

**T**: 01527 757834 **W**: [www.footballfactorymidlands.com](http://www.footballfactorymidlands.com/)

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