

Privacy Policy

Heart Smart Sport is committed to protecting and respecting your privacy. This policy explains when and why we collect your personal information and how we use this data including the conditions under which we may disclose it to others and how we keep it secure. For example, your data may be collected when you sign up to attend our events, visit our website or sign up to our mailing lists

We may change this policy from time to time so please check this page occasionally to ensure that you are aware of any changes. By using our website, you are agreeing to be bound by this policy.

Any questions regarding this policy and our privacy practices should be sent by email to

info@heartsmartsport.com

Events and Mailing Lists

What information we collect

When you sign up on our website to attend an event or to receive news from us, we will collect and process your data to allow us to carry out your request.

This information will typically include your name, email address, and company/institution.

For some events, we may also ask for any disability requirements which we will pass onto the venue provider in order to help us make your attendance at the event as comfortable as possible. Providing this information will always be optional.

Why we collect and process this information and how we will use it

When you sign up to attend an event, we will use your information to process this request. This may include:

- Contacting you before the event with important information, and in some cases immediately afterwards to share any information associated with the event.
- Creating a name badge for you, which will contain your full name.
- Producing a delegate list with your full name to be distributed to sponsors either as a printed document or electronically as a pdf file. You will always have the option to ask for your name to be withdrawn from this list.

When you sign up to receive news from us, either via the mailing list form or when you sign up to attend an event and give us permission to contact you in future, we will use your data to send you regular emails about latest news and upcoming events.

Lawful basis for processing this information

The lawful basis for processing this information is Legitimate Interests (Article 6(1)(f)).

For anyone who has signed up to attend an event, we have a legitimate interest in processing their data in order to facilitate the running of the event. You have a legitimate interest in us processing the data in this way, as it allows you to attend the event.

We have a legitimate interest in informing members of the public who have expressed an interest in our work, either by directly signing up to our newsletter, by attending an event or opting in to hearing more about news and events.

How long we keep your information

We will only hold your personal information on our systems for as long as is necessary to carry out the above uses. For example:

- If you sign up to an event, we will store your data for up to five years after the event. After this period, we will anonymise all data on attendees and keep only attendance numbers and a broad breakdown by sector.
- If you sign up to our mailing list, we will store your data until you unsubscribe (there will always be an option to opt-out on every email we send).

Website

What information we may collect

We collect data about traffic to our website using Google Analytics. The data available to us is aggregated and anonymised, so that we cannot access personal information, such as IP addresses, and cannot identify how any individual has used the website.

We may collect information about your computer, including your operating system and browser type, for system administration and in order to create reports. This is statistical data about our users' browsing actions and patterns and does not identify any individual.

Cookies

A cookie is a small text file which your browser stores on your device. Cookies are transferred into to your device's permanent storage when you visit our website to allow the site to recognise you when you visit our website again and to enable us to improve your use of the site.

Cookies may be temporary (or "session") cookies, which are only in use while you visit our website and are deleted when you close your browser, or permanent cookies, which stay on your device's permanent storage after you leave our website until you delete them manually or your browser deletes them after a period of time.

We may use temporary cookies in order to remember you as you use our website, but we also allow third parties (particularly Google) to use analytical cookies (both temporary and permanent) on our website to compile aggregate information about the areas of our website that are visited most frequently.

Most web browser settings are set for you to accept both our own cookies and third party cookies. However, you are able to adjust those settings (in relation to both our own cookies and those of third parties) to accept the cookies, to prompt you to accept or refuse a cookie each time one is sent, or to reject all cookies outright. We recommend that, for the highest functionality of the website, you accept both our own cookies and third-party cookies. Browser settings can be changed in your tool bar.

How we will use your information

The information we collect from our Analytics is used to inform how we structure the website and how content is arranged there.

How long we keep your information

Aggregate data is not deleted from our system, so that we can track use of the website over time.

Where and how we store your information

We take the security of your data seriously. We have internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by our employees in the proper performance of their duties.

Data that we collect is stored either on our internal network or on our web server.

Staff are trained to ensure awareness of the importance of data security and practical knowledge of how to keep data safe.

Your rights

You can ask to be removed from our mailing list at any time by unsubscribing on an email we have sent you.

You can also:

- request a copy of your personal information, and to have any inaccuracies corrected.
- request that we remove all your personal data from our systems.
- request that we restrict the way we process your data.

To do any of the above, please email info@heartsmartsport.com

Changes to this policy

This is the latest version of our privacy policy (last updated on 01/07/2026). Any changes we may make in future will be included under this heading along with the date of the amendment.

By continuing to use our website, you will be deemed to have accepted these changes.

Contact us

If you have any question or comments about our privacy policy, you can email us at