

Privacy Policy

The Black Swimming Association (BSA)

1. Introduction

The Black Swimming Association ("BSA", "we", "us" or "our") is committed to protecting your personal data and respecting your privacy. This Privacy Policy explains how we collect, use, store and share your personal data, your rights under UK data protection law, and how you can contact us.

Personal data means any information that can identify you directly or indirectly. Some personal data is classed as *special category data* and requires a higher level of protection because of its sensitive nature.

This Privacy Policy applies if you: - are a prospective or current **service user** of BSA, including participants in our water safety and aquatic programmes; - take part in, or express interest in, one of our **research projects**; - engage with us as a volunteer, partner, donor, supporter, or website user.

Where we are legally required to collect personal data, or where personal data is necessary for us to provide our services, failure to provide that data may mean we are unable to deliver those services.

2. Who we are and how to contact us

BSA is the **data controller** responsible for your personal data.

If you have any questions about this Privacy Policy, how we use your data, or you wish to exercise your rights, please contact us at:

Email: contactus@thebsa.co.uk

3. Personal data we collect

We collect personal data from a range of sources, as outlined below.

a) Data you provide directly to us

This includes when you: - apply for or participate in our services or research projects; - complete forms on our website; - subscribe to our newsletter or mailing lists; - register interest in volunteering, partnerships or programmes; - donate to us; - contact us by email, phone, post or other means.

The data we may collect includes: - **Personal details:** name, date of birth; - **Contact details:** email address, telephone number, postal address; - **Special category data:** racial or ethnic origin, health information or disabilities (where relevant and lawful); - **Safeguarding or emergency contact information** (where applicable); - **Images or video recordings** (e.g. photographs taken during taken with your written or verbal consent during programmes or events); - **Correspondence and communications** you have with us.

b) Data collected automatically

When you visit our website, we may automatically collect: - IP address; - device type and identifiers; - browser and operating system information; - location data (approximate); - usage data via cookies and similar technologies.

Please see our Cookie Policy for further details.

c) Data from third parties

We may receive personal data from third parties such as: - partner organisations, councils or charities we work with; - funders or programme partners (where lawful and relevant).

This may include personal details, contact details and relevant special category data.

d) Publicly available information

Where permitted by law, we may collect limited information from publicly available sources such as professional networking sites or social media.

4. How we use your personal data

We use your personal data for the following purposes: - to deliver our services and programmes; - to manage participation in research projects; - to communicate with you and respond to enquiries; - to improve and evaluate our services and impact; - to promote aquatic participation and water safety to the Global Majority; - to meet legal, regulatory and safeguarding obligations; - to administer donations, partnerships and volunteering; - for marketing and communications (where consent is required).

5. Lawful bases for processing

Under UK GDPR, we rely on the following lawful bases:

- **Contract:** where processing is necessary to provide services or programmes you have requested.
- **Legal obligation:** where required to comply with the law (e.g. safeguarding, health and safety).
- **Legitimate interests:** to operate and manage our charity, improve services, conduct research, and promote water safety, provided these interests are not overridden by your rights.
- **Consent:** for marketing communications and for processing certain special category data where required.

Special category data

Where we process special category data (such as ethnic origin or health information), we do so in accordance with Article 9 of UK GDPR, relying on: - explicit consent; and/or - substantial public interest, including: - equality of opportunity or treatment; - support for individuals with disabilities or medical conditions; - standards of behaviour in sport.

We may also use anonymised data for research and statistical purposes.

You may withdraw consent at any time by contacting us.

6. Sharing your personal data

We may share your personal data with: - service providers (e.g. IT systems, email platforms, survey tools); - professional advisers (e.g. legal, financial); - partner organisations involved in delivering programmes or research; - regulators, law enforcement or public authorities where legally required.

All third parties are required to protect your data and only use it in line with our instructions and the law.

7. International data transfers

Some of our service providers may process data outside the UK. Where this occurs, we ensure appropriate safeguards are in place, such as contractual protections approved under UK data protection law.

8. Data security and retention

We use appropriate technical and organisational measures to protect your personal data, including secure systems and encryption.

We retain personal data only for as long as necessary for the purposes for which it was collected, including legal, safeguarding and reporting requirements. When data is no longer required, it is securely deleted or anonymised.

9. Your rights

You have the right to: - access your personal data; - correct inaccurate data; - request erasure of your data; - restrict or object to processing; - request data portability; - withdraw consent (where applicable); - complain to the Information Commissioner's Office (ICO).

We aim to respond to all valid requests within one month.

10. Changes to this policy

We may update this Privacy Policy from time to time. The latest version will always be available on our website.

Last updated: January 2026

11. How to complain

If you have concerns about how we use your data, please contact us first. You may also complain to the ICO:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
Tel: 0303 123 1113
Website: www.ico.org.uk

End of Policy

