



Mer-Fin Swim Ltd

Privacy Policy

Mer-Fin Swim Ltd is committed to preserving the privacy of all individuals registered for our services via the Swimphony online portal. The following privacy policy is provided to inform you on how the information you provide is used and stored.

All personal data provided by you will be held by Swimphony Ltd. Swimphony Ltd.'s head office address is: Swimphony Ltd, The sharp Project, Manchester, M40 5BJ. Swimphony Ltd.'s data protection registration number is ZA523665. Full details of our notified purposes can be viewed at the website of the Information Commissioner's Office www.ico.org.uk

This privacy policy relates to any and all personal data that you provide to us via our website www.mer-finswim.co.uk by filling in an online form and any information entered by you and held by Swimphony Ltd by registering or booking lessons, you consent to the collection, use and transfer of your information under the terms of this policy. There are hyperlinks contained within our website which link to other websites owned and operated by third parties. These third parties have their own privacy policies, and we recommend that you consider those when using their websites. We do not accept any liability or responsibility in terms of the privacy and security practices of these third-party organisations and their websites.

Information that we may collect from you

When you visit and enquire about services at www.mer-finswim.co.uk or when booking classes over the phone, email or internet you may be asked to provide certain information about yourself, including your name, contact details, health conditions and - if making an online booking - credit card details. Swimphony Ltd uses a third-party specialist secure card processing provider when taking payments. Mer-Fin Swim Ltd does not hold your card details.

When visiting our website www.mer-finswim.co.uk and completing a contact form your information is held by Wix under their Data protection policy <https://support.wix.com/en/article/general-data-protection-regulation-gdpr>. A copy of your form is then generated and received by Mer-Fin Swim clerical staff by email to action appropriately, this form is then stored within the email provider software for up to 5 years aligning with GDPR data minimization principles.

The internet is not completely secure. We cannot guarantee the security of your personal data transmitted through our website or by email. Any transmission is at your own risk. Some of the information you provide to us may be considered sensitive personal data as defined by the Data Protection Act 2018 and GDPR. This covers information like your ethnic or racial origin, political opinions, religious beliefs, trade union membership, physical or mental health, sexual life or criminal

record for instance. Mer-Fin Swim Ltd also considers information relating to bank accounts, national insurance numbers, and other unique documents such as passport numbers as sensitive. It is recommended to send such information using a secure system such as encrypted email.

All personal data that you provide to us will only be processed following your explicit consent and always in line with the Data Protection Act 2018 and GDPR and any other applicable data protection legislation.

We use third party communication tools such as email software and social media. These platforms report on user behaviour and usage of their products, for example, if you have opened or clicked on a link in an email that we have sent you. They all have their own privacy policies available at request.

Use of your information

Your information will enable us to provide you with access to all parts of our website and to supply the goods or services you have requested. It will also enable us to bill you and to contact you where necessary concerning your orders or bookings. We will also use and analyse the information we collect so that we can administer, support, improve and develop our business.

We may use your information to contact you for your views on our services and to notify you occasionally about important changes or developments to the website or our services. Further, where you have consented, we might also use your information to let you know by email, SMS or post about other products and services which we offer which may be of interest to you. If you change your mind about being contacted in the future, please let us know. These preferences can be changed any time from your online portal with Swimphony Ltd.

Disclosure of your information & marketing

Your personal data provided by you via our website, email, social media, in person or via phone will only be used within Mer-Fin Swim and Swimphony Ltd. This is in order to improve our service to you or to contact you by email to let you know of our other services e.g. new services or venues.

Security and data retention

All of our customers data is stored within Swimphony Ltd.'s software who have their own data privacy policies - <https://swimphony.com/wp-content/uploads/2025/03/Swimphony-Privacy-Policy.pdf>

You are entitled to see the information held about you and you may ask us to make any necessary changes to ensure that it is accurate and kept up to date. If you wish to do this, please contact us by email to admin@mer-finswim.com.

For more information on what a 'legitimate interest' is, please visit the Information Commissioner's Office website.

Accessing and updating

You are entitled to see the information held about you and you may ask us to make any necessary changes to ensure that it is accurate and kept up to date. If you wish to do this, please contact us by email at admin@mer-finswim.com.

Contact

All comments, queries and requests relating to our use of your information are welcomed and should be addressed to admin@mer-finswim.com. Additionally you can contact Swimphony Ltd.'s Data privacy manager Lee Connolly at lee@swimphony.com.