



Pro Perform Privacy Policy

Website and Complete Rugby Performance (CRP)

1. Who We Are

Craig Jones trading as Pro Perform, of 28 Slate Drive, Burbage, LE10 2QP, is the controller of personal data used to operate www.pro-perform.co.uk and deliver CRP. For privacy questions or rights requests, email craig.jones@pro-perform.co.uk, call 07877 099449 or write to that address.

2. Scope and Age

This policy explains how we use personal data when you visit www.pro-perform.co.uk, contact us, request a guide or other resource, join our newsletter, use a checkout or booking link, subscribe to CRP, complete a Player Profile, or take part in coaching and community activity.

Website content may be viewed more widely, but CRP subscriptions and Player Profiles are for adults aged 18 and over. We do not knowingly provide CRP to, or request CRP health or profile data from, under-18s.

3. Data We Collect

- Identity and contact data — name, email, optional phone number, town or time zone, age confirmation and optional date of birth, plus team and playing level where relevant. We may also record the source of an enquiry, resource request or subscription.
- Account and transaction data — subscription, billing status, payment reference and purchase history. Payment providers process full card details; we do not need to store them.
- Rugby and performance data — position, schedule, training history, equipment, goals, test results, session logs, readiness and coaching feedback.
- Health-related data — current pain or injury, relevant medical conditions, surgery, medication, professional restrictions and other information you choose to provide for safe personalisation.
- Website and communications data — contact or enquiry messages, guide and resource requests, newsletter subscription and consent status, email engagement where enabled, check-ins, call bookings, support requests and community posts.
- Technical, consent and usage data — IP address, device or browser information, referral source, website and service usage, cookie identifiers, consent choices, security logs and interactions with emails or embedded content where our systems or providers collect them.



4. How We Collect It

We collect data directly when you contact us, request a resource, join the newsletter, use a checkout or booking link, complete forms or spreadsheets, or take part in coaching messages, calls and community activity. We may collect technical data automatically through necessary cookies and, where permitted by your choice, analytics, social embeds or marketing technologies. Providers may give us limited payment, subscription, booking, delivery and engagement information.

5. Purposes and Lawful Bases

- Contract — to set up your account, manage payments, deliver and personalise CRP, provide support, review progress and communicate about the service. We may also take steps at your request before a contract, such as answering a CRP enquiry.
- Legal obligation — to keep required tax, accounting and consumer records and respond to lawful requests.
- Legitimate interests — to respond to enquiries, secure, maintain and improve the website and service, prevent misuse, maintain records, handle complaints and understand overall service performance where compatible with cookie rules, provided those interests are not overridden by your rights.
- Consent — for newsletters and optional marketing, non-essential analytics, embedded or marketing technologies where required, health data as explained below, and other optional uses clearly explained when requested. You may withdraw consent through an unsubscribe link, the website consent controls or by contacting us.

6. Health and Injury Data

Health and injury information is special-category data under UK data protection law. Where we ask for it to personalise training and manage obvious safety adjustments, we rely on your explicit consent under Article 9(2)(a) of the UK GDPR, alongside the appropriate Article 6 basis described above.

You can withdraw explicit consent at any time. This does not affect earlier lawful processing, but it may mean we cannot safely personalise or continue parts of the service. CRP is not a medical-record service; provide only information relevant to training.

7. Sharing and Processors

We do not sell personal data. We share the minimum necessary data with providers that help us operate the website and deliver CRP. Key providers may include Stripe for payments; WordPress and OSAM Websites for website operation and support; Complianz for cookie consent; Beehiiv for newsletters and email delivery; Google services for Workspace, forms, booking, security and website features where enabled; Discord for community activity; and analytics or social platforms where enabled and permitted.

Depending on their role, providers may act as our processors or as independent controllers under their own privacy notices and terms. We may also disclose data where the law requires it,



to protect legal rights or safety, or during a genuine business transfer with appropriate safeguards.

Community posts are visible to relevant members. Do not post sensitive health information publicly if a private route is more appropriate, and do not share another member's information.

8. International Transfers

Some providers may process data outside the UK. Where UK law requires a safeguard, we use an adequacy regulation, the UK International Data Transfer Agreement or UK Addendum to standard contractual clauses, or another lawful transfer mechanism. Contact us for information about the relevant safeguard.

9. Retention

- Core contract, payment and complaint records — up to six years after the relevant transaction or membership ends.
- Player Profile, training, goal and health-related data — normally up to 24 months after membership ends, unless you ask for earlier deletion or a longer period is required for a legal claim.
- Routine community and support content — retained for the life of the community or account, then normally deleted or anonymised within 12 months, unless needed for a complaint, legal claim, safety or security matter.
- Marketing data — until you unsubscribe or withdraw consent, or after 24 months without meaningful engagement; marketing records are reviewed at least annually.
- Website enquiries — normally up to 24 months after the last meaningful contact unless they become part of a contract, complaint or legal matter. Cookie identifiers and consent records follow the periods stated in the Cookie Policy and consent tool. Security and technical logs are normally retained for up to 12 months unless needed to investigate an incident.

We may anonymise data so it no longer identifies anyone and retain that anonymous information for analysis.

10. Security

We use proportionate access controls, account security, provider safeguards and restricted sharing. No system is completely secure. Tell us promptly if you believe a profile, link, account or message has been exposed.

11. Your Rights and Complaints

Depending on the circumstances, you may have rights to be informed, access your data, correct it, erase it, restrict or object to processing, receive portable data, and withdraw consent. You may object to direct marketing at any time.

Contact us to exercise a right. We may need to verify your identity and normally respond within one month, subject to extensions allowed by law.



You can complain to the UK Information Commissioner's Office at <https://ico.org.uk/make-a-complaint/data-protection-complaints/>. We would appreciate the chance to address the issue first.

12. Cookies and Marketing

Strictly necessary cookies and similar technologies may be used without consent where permitted because they are needed for security, core website functions or saving your choices. Optional analytics, marketing, social-media and embedded-content technologies are used only in line with your choices where consent is required. The website banner allows you to accept, reject or customise optional technologies, and you can change your choice through Manage Consent. The Cookie Policy in the website footer explains the technologies, providers, purposes and durations.

If you join the newsletter or request a resource, we may send the requested or consented-to emails and measure delivery, opens or clicks where enabled. Marketing emails include an unsubscribe route. We may keep a minimal suppression record where necessary to ensure we continue to respect an opt-out.

13. Automated Decisions

We do not use solely automated decision-making that produces legal or similarly significant effects. Coaching decisions involve human review.

14. Changes

We may update this policy when the website, CRP, our providers or legal requirements change. We will post the current version and draw attention to material changes where appropriate.

Last updated: Aug 28, 2026