

POLICY NAME	External Privacy Notice
POLICY PURPOSE	External Policy to communicate to third party data subjects how UK Sport processes their personal data. Consolidates historic Data Protection Policy Protocol for Athletes, NGB Privacy Policy and Website Privacy Policy.
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External Privacy Notice

UK Sport is the UK's high-performance sports agency, which is responsible for supporting and investing in British sports athletes and Olympic and Paralympic sport. UK Sport develops people and programmes that support leading athletes in coaching, governance, talent identification and (through the UK Sports Institute) sports science, medicine and technology. UK Sport also supports with bidding for and staging major sporting events.

In achieving its aims, UK Sport collects and processes personal data relating to:

- members of the public who access or use our website or engage with us;
- athletes who are within the high-performance system;
- athlete support personnel and coaches who support athletes within the high-performance system; or
- representatives of National Governing Bodies ("**NGBs**");
- representatives of the British Olympic Association;
- representatives of the British Paralympic Association; and
- representatives of the British Elite Athletes Association (the "**BEEA**").

(in each case, '**you**', '**your**').

We are committed to ensuring that your privacy is protected. This privacy notice explains how we use the information we collect about you, how you can instruct us if you prefer to limit the use of that information and procedures that we have in place to safeguard your privacy. Please read the following carefully.

This privacy notice should be read in conjunction with our cookies policy and our website terms of use.

This policy **does not** cover the Performance Data Management System (PDMS) developed by UKSI to provide NGBs with a secure online database to hold athlete medical data. For information about use of Athlete data in the context of PDMS, please see [here](#).

Data Controller

For the purposes of data protection laws, the data controller is United Kingdom Sports Council (incorporated by Royal Charter with number RC000765) with its registered office at 6th Floor, 10 South Colonnade, London, E14 4PU.

UK Sport is made up of different legal entities including both the United Kingdom Sports Council and also the UK Sports Institute. This privacy policy is issued on behalf of the UK Sport Group so when we mention ('**UK Sport**', '**we**', '**our**' or '**us**') in this privacy policy, we are referring to the relevant company in the Group responsible for processing your data.

You can contact our Data Protection Officer at this address or by email at legal@uksport.gov.uk.

Are you under 18?

If you are aged 18 or under, please get your parent/guardian's permission before providing personal information to our site. Users without this consent should not provide us with personal information.

Where Athletes are under the age of 18, an Adult at Risk or lacks the legal capacity to make their own decisions then this policy is for the parents/guardians or a person with legal responsibility of the athletes.

How do we collect your personal data?

We use different methods to collect data from and about you including through:

Your interactions with us.	You may give us your personal data by filling in online forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you: • subscribe to our publications or newsletters; • request marketing to be sent to you; • enter a competition, promotion or survey; • give us feedback or contact us; • complete applications for grant funding; • take part in any of our workshops, experience days, courses or coaching programmes; or • completing a registration form for jobs in sport.
Automated technologies or interactions.	As you interact with our website, we will automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies and other similar technologies. We may also receive Technical Data about you if you visit other websites employing our cookies. Please see our Cookies Policy for further details.
Third parties or publicly available sources.	We will receive personal data about you from various third parties and public sources as set out below: • National Governing Bodies; • UK Anti-Doping; • Department for Digital, Culture, Media & Sport; • LinkedIn or any other open source recruitment tools; or • Third party social media management and listening tool, e.g. Meltwater / Vista Social.

The information we collect about you

Personal data means any information about an individual from which that person can be identified.

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- **Identity Data** includes names, title, date of birth, gender, age, and any unique identifiers such as Performance Reference Number.
- **Location Data** includes location of residence or origin.
- **Contact Data** includes address, email address and telephone numbers.
- **Education and Employment Data** includes school and qualifications, employer, right to work, any disciplinary information (such as where we are informed of a breach of a UK Sport policy), skills, learning and development record, CV, details of previous employment, length of time in role and references.
- **Image Data** means images or videos of you.
- **Social Media Data** means your social media profiles and any information you share via those accounts.
- **Financial Data** includes salary information, national insurance and tax information, Benefits from Department of Work & Pensions, credit card statements, payslips, tax returns, company accounts, bank accounts.
- **Sport and Performance Data** includes Athlete Performance Award grade (APA) and award value, training location, sport discipline, medals, attendance at games, home nation and nationality, time on programme, height, weight, test data, performance trajectory, sports intelligence, eligibility data, athlete status, ranking information, event results, Olympic or Paralympic athlete, selection date, leaving date, career aspirations and sporting interests.
- **Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, device ID and other technology on the devices you use to access this website.
- **Special Categories of Personal Data** includes race, ethnic origin, religious or philosophical beliefs, trade union membership, health, genetics, biometrics, sex life, or sexual orientation.
- **Criminal Offence Data** includes data relating to criminal convictions and offences or related security measures.
- **Opinion Data** includes those gathered during periodic review times or as part of a survey.

We also collect, use and share aggregated data such as statistical or demographic data which is not personal data as it does not directly (or indirectly) reveal your identity.

How we use your personal data

Legal basis

The law requires us to have a legal basis for collecting and using your personal data. We rely on one or more of the following legal bases:

- **Performance of a contract with you:** Where we need to perform the contract we are about to enter into or have entered into with you.
- **Legitimate interests:** We may use your personal data where it is necessary to conduct our business and pursue our legitimate interests, for example to prevent fraud and enable us to give you the best and most secure customer experience. We make sure we consider and balance any potential impact on you and your rights (both positive and negative) before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).
- **Legal obligation:** We may use your personal data where it is necessary for compliance with a legal obligation that we are subject to. We will identify the relevant legal obligation when we rely on this legal basis.
- **Consent:** We rely on consent only where we have obtained your active agreement to use your personal data for a specified purpose, for example if you subscribe to an email newsletter.
- **Public Task:** We may use your personal data where it is necessary for the performance of a task carried out in the exercise of official authority vested in us – mainly our official public function set out in our [Royal Charter](#) which grants UK Sport official authority to make grants to sports and athletes.
- **Public Interests:** We may use your personal data where it is necessary for the performance of a task of the controller carried out in the public interest.

Purposes for which we will use your personal data

We have set out below, in a table format, a description of all the ways we plan to use the various categories of your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Purpose/Use	Type of Data	Legal Basis under Art.6 of the UK GDPR	Legal Basis under Art.9 of the UK GDPR (if relevant)
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To manage our relationship with you which will include: (a) Notifying you about changes to our terms or privacy policy (b) Dealing with your requests, complaints and queries	Identity Contact Profile	Performance of a contract with you (website terms of use) Necessary to comply with a legal obligation Necessary for our legitimate interests (to keep our records updated and manage our relationship with you)	N/A
Requesting information in response to a request from one of our partners or funding bodies (such as DCMS)	Identity Contact Opinion Data	Performance of a contract Public task Legitimate interests	N/A
To nominate an athlete for funding, and for the creation, monitoring and ongoing administration (including payment) of such funding or grants	Identity Location Contact Education and Employment Financial Sport and Performance	Performance of a contract (the award contract) Public task	N/A
To provide communications (both internally and externally) and for: (a) promotional purposes about important UK Sport work and news and stakeholder events, such as the annual conference; and (b) provision of, and sometimes inclusion	Identity Contact	Public task Legitimate interests Consent	N/A

within, the Stakeholder update			
To maintain up-to-date contact information, for example, on our NGB and Partner Contacts Database	Identity Contact	Public task Legitimate interests	N/A
To fulfil legal, Governance and accountability purposes such as to: (a) support and monitor compliance with the Code for the Sports Governance; (b) confirm adherence to the Grant Funding Agreement, and UKS standards and policies, including the Eligibility Policy (which covers standards of behaviour in sport and anti- doping); (c) keep adequate records if you are found to be in breach of any such policies, such as the Eligibility Policy; and (d) compliance with any other legal obligations that are not outlined above	Identity Contact Education and Employment Financial, Opinion Data, Special categories of data	Public task Substantial public interest Performance of a contract Necessary to comply with a legal obligation	Consent
To review performance of the sport and carry out checks and engagements at various points in the cycle, including: (a) Annual Performance and	Identity Contact, Education and Employment, Financial Sport and Performance Data, Opinion Data	Public task Substantial public interest Performance of a contract	N/A

Pre-Games review purposes; (b) NGB Culture engagement purposes; and (c) Pathway 'Healthcheck' purposes		Necessary to comply with a legal obligation	
To support our people development work, including to: (a) Complete the Elite Programme Journal. (b) Manage delegate applications for, and the running of, the Coaching and Leadership programmes (for example, Athlete to Coach program, Pathway Coaching and Pathway Leadership programme). (c) Conduct a census of coaches employed within the system.	Contact Identity Education and Employment, Opinion Data	Performance of a contract Public task Consent	N/A
To enable our Performance Advisor (PA) team to support the NGB, or NGB employees, to fulfil the WCP. This includes but is not limited to work that involves: (a) Sport strategic plans and tracking progress; (b) Cultural engagements and Health Checks, Independent reviews, Mission Reviews, Trackers for the	Contact Education and Employment	Performance of a contract Public task	N/A

current cycle, Mid Cycle reviews, Sport Conditions; (c) PA Dashboards on each Paralympic and Olympic funded Sports			
To inform our understanding of, and opportunities around, the NGB's senior leadership performance team, including, but not limited to: (a) Document the representative of the Sport's past and present Board members. (b) Identify and improve ASP Talent (for example, of career pathways linked to strategic work on Talent and Succession)	Identity Education and Employment	Public task Legitimate Interests Consent	N/A
To carry out our work within commercial and major events, including: (a) Liaising regarding athlete and other commercial appearances and/or promotional opportunities / marketing campaigns; and (b) Liaising regarding any major events you are involved in	Contact	Public task Legitimate interests Consent	N/A
To support recruitment activities (for CEOs, Performance	Contact Identity Education and Employment	Public task	N/A

Directors and any Senior Leaders in the Sports that are deemed Performance critical)			
Processing grants for International Relations Investment Strategies (IRIS) and International Development Grants (IDG)	Contact	Performance of a contract	N/A
Engaging over research purposes, such as requesting participation in surveys (for example, the Stakeholder Perception Survey)	Contact Identity Opinion Data	Legitimate Interests Public task	N/A
To support the development, operation and maintenance of the High Performance Community network and membership, including the creation and management of member profiles and a secure member network that enables members to identify, contact and collaborate with relevant individuals across the high performance sport community. Profile information will be visible to other authenticated members of the High Performance Community.	Identity Contact Profile Education and Employment Data Image Opinion Data Location Data	Public Task	N/A

Marketing

You will receive marketing communications from us if you have requested information from us and you have not opted out of receiving the marketing. We may also analyse your Identity, Contact, and Technical Data to form a view which marketing may be of most interest to you so that we can then send you relevant marketing communications.

You can ask to stop sending you marketing communications at any time by following the opt-out links within any marketing communication sent to you or by contacting us.

We will get your express consent before we share your personal data with any third party for their own direct marketing purposes.

Cookies

Cookies are small pieces of information stored by your browser on your computer's hard drive so that the website you have visited can remember who you are. Cookies keep track of your use of the website and provide you with visitor specific content. Our website uses cookies so that we can remember you and understand how you and other visitors use our website.

To see a complete list of these cookies and to find out how you can tell us whether you want us to use them on your device or not, please access our cookies policy.

Disclosure of your information

We may share your personal data where necessary with the parties set out below for the purposes set out in the table '*Purposes for which we will use your personal data*' above.

- Any member of our group (which means our subsidiaries, our ultimate holding company and its subsidiaries).
- External Third Parties including:
 - Service providers acting as processors who provide IT and system administration services.
 - Professional advisers acting as processors or joint controllers including lawyers, bankers, auditors and insurers who provide consultancy, banking, legal, insurance and accounting services.
 - HM Revenue & Customs and the Department of Culture, Media and Sport, who require reporting of processing activities in certain circumstances.
 - National Governing Bodies who we provide funding to for purposes of reporting and conducting our operations.
 - Other stakeholders within the high-performance system such as the UK Sports Institute (UKSI), British Olympics Association (BOA), British Paralympic Association (BPA) and local organising committees, only where

we have a legal basis, such as it being necessary for administration, safeguarding or legal reasons.

- Other authenticated members of the High Performance Community, where this is necessary to facilitate professional networking, collaboration and knowledge sharing.
- Third parties to whom we may choose to sell, transfer or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this privacy policy.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

International transfers of your personal data

We may transfer your personal data to service providers that carry out certain functions on our behalf. This may involve transferring personal data outside the UK to countries which have laws that do not provide the same level of data protection as the UK law.

Whenever we transfer your personal data out of the UK to service providers, we ensure a similar degree of protection is afforded to it by ensuring that the following safeguards are in place:

- We will only transfer your personal data to countries that have been deemed by the UK to provide an adequate level of protection for personal data; or
- We may use specific standard contractual terms approved for use in the UK which give the transferred personal data the same protection as it has in the UK. To obtain a copy of these contractual safeguards, please contact us at legal@uksport.gov.uk.

How we protect your information

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions, and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

How long we keep your information for

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

As membership of the High Performance Community is intended to be ongoing and has no fixed end date, we will generally retain your personal data for as long as you remain a member. Following the end of your membership, we will retain your personal data in accordance with the principles set out above.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

In some circumstances you can ask us to delete your data: see '*Your Rights*' section below for further information.

In some circumstances we will anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

Your Rights

You have a number of rights under data protection law in relation to the way we process your personal data, although these are not absolute and in some instances we may be unable to accept your request, in which case we will respond to you to explain why. Your rights are set out below. You may contact us by e-mail to legal@uksport.gov.uk to exercise any of these rights, and we will respond to any request received from you within one month from the date of the request.

- A right to access personal data held by us about you.
- A right to require us to rectify any inaccurate personal data held by us about you.
- A right to require us to erase personal data held by us about you. This right will only apply where (for example): we no longer need to use the personal data to achieve the purpose we collected it for; or where you withdraw your consent if we are using your personal data based on your consent; or where you object to the way we process your data (in line with your other rights below).
- A right to restrict our processing of personal data held by us about you. This right will only apply where (for example): you dispute the accuracy of the personal data

held by us; or where you would have the right to require us to erase the personal data but would prefer that our processing is restricted instead; or where we no longer need to use the personal data to achieve the purpose we collected it for, but require the data for the purposes of dealing with legal claims.

- A right to receive personal data, which you have provided to us, in a structured, commonly used and machine-readable format. This right will only apply where the processing is based on consent or a contract (see above) and the processing is carried out by automated means. You also have the right to require us to transfer this personal data to another organisation, at your request.
- A right for you not to be subject to a decision based solely on an automated process, including profiling, which produces legal effects concerning you or similarly significantly affect you.
- A right to withdraw your consent, where we are relying on it to use your personal data (for example, to provide you with marketing information about our services or products).

You also have the right to make a complaint to the Information Commissioner's Office. Information about how to contact the ICO can be found [here](#).

Your responsibilities

If any of the information that you have provided to UK Sport changes, for example if you change your e-mail address, name or any other information, please let us know about the update by sending an e-mail to info@uksport.gov.uk or by contacting our Data Protection Officer at: legal@uksport.gov.uk.

How to contact UK Sport

If you have any questions about this privacy policy or about the use of your personal data or you want to exercise your privacy rights, please contact legal@uksport.gov.uk.

Changes to the privacy policy

We keep our privacy policy under regular review. This version was last updated on in August 2026. Historic versions can be obtained by contacting us.

Third-party links

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy policy of every website you visit.