

# AthletesIQ Privacy Policy

**Effective Date:** 16/07/2026

## Privacy Policy

### 1. Introduction

Welcome to AthletesIQ.

This Privacy Policy explains how **AthletesIQ Ltd** ("**AthletesIQ**", "**we**", "**our**", or "**us**") collects, uses, stores, shares, and protects personal information when you access or use our website, mobile services, digital platform, educational content, coaching database, consultation services, webinars, and any related services offered through **AthletesIQ.co.uk** (collectively referred to as the "**Platform**").

AthletesIQ is committed to protecting the privacy of every athlete, parent, guardian, coach, and visitor who uses our Platform. We recognise that users entrust us with personal information throughout the college recruitment process, and we take that responsibility seriously. Protecting personal data is fundamental to maintaining the trust of our users, educational institutions, sporting organisations, and business partners.

This Privacy Policy has been prepared in accordance with the requirements of the **UK General Data Protection Regulation ("UK GDPR")**, the **Data Protection Act 2018**, the **Privacy and Electronic Communications Regulations (PECR)**, and other applicable laws governing the processing of personal data within the United Kingdom.

By creating an account, accessing the Platform, subscribing to our services, booking consultations, attending webinars, communicating with us, or otherwise using any AthletesIQ service, you acknowledge that you have read and understood this Privacy Policy.

If you do not agree with this Privacy Policy, you should discontinue use of the Platform.

### 2. Who We Are

AthletesIQ Ltd is the data controller responsible for the personal information collected through the Platform.

Our contact details are as follows:

**AthletesIQ Ltd**

Website: **AthletesIQ.co.uk**

Email: [info@athletesIQ.co.uk](mailto:info@athletesIQ.co.uk)

As the data controller, AthletesIQ determines the purposes and means by which personal information is processed. We are responsible for ensuring that personal data is processed lawfully, fairly, transparently, and securely.

Where AthletesIQ uses third-party service providers to process personal data on our behalf, those providers act as data processors and are contractually required to process personal information only in accordance with our instructions and applicable data protection laws.

### 3. Scope of this Privacy Policy

This Privacy Policy applies to all users of the AthletesIQ Platform, regardless of whether they hold a paid subscription.

Specifically, this policy applies to:

- individuals who visit AthletesIQ.co.uk;
- users who register an account;
- athletes using the recruitment platform;
- parents and legal guardians supporting athletes;
- coaches using Platform services;
- individuals attending webinars;
- users booking consultation sessions;
- users contacting customer support;
- individuals subscribing to marketing communications; and
- anyone who otherwise interacts with AthletesIQ.

This Privacy Policy applies regardless of the device used to access the Platform, including desktop computers, laptops, tablets, and mobile devices.

It does not apply to third-party websites or services that are linked from the Platform. Those websites operate independently and maintain their own privacy policies.

### 4. Definitions

For the purposes of this Privacy Policy, the following definitions apply.

**"Account"** means a registered user profile created to access the AthletesIQ Platform.

**"Athlete"** means an individual using AthletesIQ to assist with the college recruitment process.

**"Coaching Database"** means the collection of publicly available contact information relating to college coaches made available to subscribers through the Platform.

**"Consultation"** means any one-to-one meeting booked through AthletesIQ, whether conducted virtually or otherwise.

**"Personal Data"** has the meaning given under UK GDPR and refers to any information relating to an identified or identifiable natural person.

**"Processing"** includes collecting, storing, organising, recording, analysing, transmitting, deleting, or otherwise using personal information.

**"Services"** means all products, subscriptions, consultations, webinars, educational content, and related features provided by AthletesIQ.

**"User"** means any individual who accesses or uses the Platform.

## **5. Our Commitment to Privacy**

AthletesIQ believes that privacy is a fundamental right. We are committed to processing personal information responsibly, transparently, and in accordance with applicable laws.

We have implemented organisational and technical measures designed to ensure that personal data is processed securely throughout its lifecycle. These measures are reviewed periodically and updated where appropriate to reflect changes in technology, legislation, and operational practices.

AthletesIQ seeks to collect only the information that is reasonably necessary to provide the Platform, improve user experience, comply with legal obligations, and protect the security of our services.

We do not sell users' personal information to third parties, and we do not permit advertisers to access users' personal data for their own marketing purposes.

## **6. Information We Collect**

The information collected by AthletesIQ depends upon how the Platform is used.

We collect personal information directly from users, automatically through use of the Platform, and from selected third-party service providers who support the operation of our services.

The categories of information described below are collected only where relevant to providing our services.

### **6.1 Information You Provide**

When creating an account or interacting with AthletesIQ, users may provide information including their full name, email address, password, country of residence, date of birth, sport,

graduation year, recruitment preferences, educational information, athletic achievements, and any additional information voluntarily submitted through the Platform.

Users may also upload profile photographs, recruitment materials, academic documents, highlight videos, written biographies, or other supporting content that assists with the college recruitment process.

Where users communicate with AthletesIQ, we collect correspondence sent via email, customer support requests, feedback forms, and other communications.

Where users participate in webinars or consultation sessions, we may collect information relating to attendance, participation, recordings, and communications during those sessions.

## **6.2 Subscription Information**

When users purchase a subscription, AthletesIQ records information necessary to manage the subscription.

This may include the subscription plan selected, billing status, payment confirmations, renewal dates, invoices, transaction identifiers, consultation purchases, webinar access, and subscription history.

AthletesIQ does not store full payment card numbers or security codes. Payment information is processed securely by our third-party payment provider, Stripe.

## **6.3 Consultation Recordings**

AthletesIQ records consultation sessions conducted through the Platform. These recordings are made to support service quality, training, internal quality assurance, and to provide users with access to the content where applicable.

Users will be informed that consultations are recorded before the consultation begins. By participating in a consultation after being notified, users acknowledge that the session will be recorded and processed in accordance with this Privacy Policy.

Consultation recordings are stored securely and access is restricted to authorised AthletesIQ personnel and, where applicable, the participating user. Recordings are retained only for as long as reasonably necessary for the purposes for which they were created or to comply with legal obligations.

## **6.4 Webinar Recordings**

AthletesIQ records webinars delivered through the Platform.

Premium subscribers receive access to recorded webinar content as part of their subscription. Webinar recordings may include the presenter, presentation materials, participant interactions where applicable, and any questions submitted during the session.

Where participants choose to enable video or audio during a webinar, those contributions may also appear within the recording.

AthletesIQ takes reasonable steps to notify participants before recording begins.

## **6.5 Information Collected Automatically**

When users access the Platform, certain technical information is collected automatically to support platform security, performance, and analytics.

This information may include the user's IP address, browser type, operating system, device identifiers, referring website, pages viewed, session duration, navigation behaviour, timestamps, approximate geographic location based on IP address, and diagnostic information relating to device performance.

This information assists AthletesIQ in maintaining the security of the Platform, detecting fraudulent activity, improving website functionality, analysing usage trends, and resolving technical issues.

## **7. Information We Collect from Third Parties**

In addition to the information that users provide directly, AthletesIQ may receive certain information from carefully selected third-party service providers that assist us in delivering and improving the Platform.

Where users complete payments through our payment processor, Stripe, AthletesIQ receives information necessary to confirm that a transaction has been successfully completed. This may include payment status, transaction identifiers, subscription details, billing confirmations, and limited payment-related information. AthletesIQ does not receive or store complete payment card numbers, security codes, or other sensitive financial credentials.

Where users authenticate through the Platform, information necessary to manage secure user authentication is processed using Supabase. Authentication data may include encrypted login credentials, authentication tokens, account verification information, password reset requests, and user session information.

AthletesIQ may also receive technical and analytical information from Google Analytics, including information relating to website traffic, user engagement, browser characteristics, operating systems, approximate geographic location, referral sources, and user interactions with the Platform. This information is aggregated wherever possible and is used solely for improving the Platform and understanding user behaviour.

AthletesIQ may also receive information from service providers responsible for email delivery, website hosting, infrastructure monitoring, and customer communications where necessary to provide our services.

We do not purchase personal information from third-party data brokers or marketing companies.

## **8. How We Use Personal Information**

AthletesIQ processes personal information only where there is a legitimate reason to do so. Every category of information collected serves a specific business or legal purpose.

The information we collect enables us to create and manage user accounts, provide access to subscription services, deliver educational content, facilitate consultation sessions, administer webinar access, maintain the coaching database, process payments, communicate with users, improve the functionality of the Platform, protect against fraud, and comply with applicable legal obligations.

Personal information may also be used to investigate suspected misuse of the Platform, enforce our Terms of Service, protect the rights of AthletesIQ and its users, respond to legal requests, and ensure the security and stability of our systems.

AthletesIQ will never use personal information for purposes that are incompatible with those described in this Privacy Policy without first notifying users or obtaining consent where required by law.

## **9. Legal Bases for Processing Personal Data**

AthletesIQ processes personal data in accordance with Article 6 of the UK General Data Protection Regulation. Depending upon the circumstances, we rely on one or more lawful bases for processing.

Where users subscribe to the Platform, book consultations, attend webinars, or otherwise use our services, personal information is processed because it is necessary for the performance of a contract between AthletesIQ and the user. Without this information, we would be unable to provide the requested services.

AthletesIQ also processes certain information because it is necessary for our legitimate interests. These legitimate interests include maintaining the security of the Platform, preventing fraud, improving our services, analysing user engagement, protecting intellectual property, responding to customer enquiries, enforcing our legal rights, and ensuring the efficient operation of our business. Whenever we rely on legitimate interests, we carefully consider and balance those interests against the rights and freedoms of our users.

Some processing activities are carried out because AthletesIQ has a legal obligation to do so. This includes maintaining financial records, complying with taxation requirements,

responding to lawful requests from public authorities, and meeting obligations under applicable legislation.

In certain circumstances, AthletesIQ relies on user consent. This includes sending marketing communications where consent is required by law, recording consultations or webinars where consent forms part of the lawful basis, and placing non-essential cookies on users' devices. Users may withdraw their consent at any time, although doing so will not affect the lawfulness of processing carried out before consent was withdrawn.

## **10. Marketing Communications**

AthletesIQ may send users marketing communications relating to our services, new features, educational content, webinars, promotions, product updates, and other information that we believe may be of interest.

Marketing communications may be sent by email using our authorised email service provider, Resend.

Where required by law, AthletesIQ will obtain the user's consent before sending marketing communications. In certain circumstances permitted under UK law, we may also send marketing communications where we have a legitimate interest to do so, such as informing existing customers about similar products or services.

Every marketing email sent by AthletesIQ includes a clear and simple method for unsubscribing from future marketing communications. Users may also contact us directly to update their communication preferences.

Choosing to unsubscribe from marketing emails will not affect important service-related communications, including subscription confirmations, payment receipts, account notifications, password resets, consultation reminders, or security alerts.

## **11. Cookies and Similar Technologies**

AthletesIQ uses cookies and similar technologies to improve the functionality, security, and performance of the Platform.

Cookies enable the Platform to remember user preferences, maintain secure login sessions, measure website performance, understand user behaviour, and provide a consistent browsing experience.

Some cookies are essential for the operation of the Platform and cannot be disabled without affecting functionality. Other cookies, including analytics and performance cookies, are used only where users have provided appropriate consent through our cookie management tools.

AthletesIQ uses Google Analytics to help understand how visitors interact with the Platform. Information collected through Google Analytics may include anonymised usage statistics, browser information, device information, approximate geographic location, session duration,

and navigation patterns. This information is used exclusively to improve our services and user experience.

Users may manage their cookie preferences at any time through their browser settings or the cookie consent tools available on the Platform.

Further information regarding our use of cookies can be found in the AthletesIQ Cookie Policy.

## **12. Google Analytics**

AthletesIQ uses Google Analytics to understand how visitors use the Platform and to improve website performance and user experience.

Google Analytics collects information relating to user interactions with the Platform, including pages visited, navigation behaviour, session duration, browser type, operating system, device characteristics, and approximate location based on IP address.

Where possible, AthletesIQ has configured Google Analytics to support privacy-enhancing features, including IP anonymisation where available and appropriate data retention settings.

Information generated by Google Analytics may be processed on servers located outside the United Kingdom. Where international transfers occur, appropriate safeguards are implemented in accordance with UK GDPR.

Users who do not wish their information to be collected by Google Analytics may reject analytics cookies through the AthletesIQ cookie consent banner or adjust their browser settings accordingly.

## **13. Email Communications**

AthletesIQ communicates with users for a variety of operational, educational, and marketing purposes.

Operational communications include account verification emails, password reset requests, payment confirmations, subscription renewal notices, consultation reminders, webinar notifications, customer support responses, security alerts, and other information necessary to administer the Platform.

Marketing communications may include newsletters, educational resources, promotional campaigns, announcements of new Platform features, special offers, and invitations to webinars or events.

AthletesIQ uses Resend as its email delivery provider. Information processed for email delivery may include names, email addresses, message content, delivery status, open rates, click-through information, and other analytics that assist us in improving communications and ensuring successful delivery.



Users may unsubscribe from marketing communications at any time, although service-related emails will continue where necessary for the operation of the Platform.

#### **14. Public Coaching Database**

One of the core services provided by AthletesIQ is access to a coaching database containing contact information for college coaches.

The coaching database contains only information that AthletesIQ reasonably believes is already publicly available through official university websites, athletic department websites, institutional directories, or other publicly accessible sources.

AthletesIQ does not claim ownership of this publicly available information. Instead, we organise, maintain, verify, and present this information in a structured format for the convenience of our subscribers.

The coaching database is provided solely to assist athletes in the legitimate college recruitment process. Subscribers may not reproduce, redistribute, scrape, copy, commercially exploit, publish, or otherwise misuse the database. Such activities are prohibited under the AthletesIQ Terms of Service and may result in immediate account suspension or termination, together with legal action where appropriate.

Although AthletesIQ takes reasonable steps to maintain the accuracy of the coaching database, we cannot guarantee that all information remains current or complete, as institutions may update contact details without notice.

#### **15. Artificial Intelligence and Third-Party Integrations**

AthletesIQ may utilise third-party technologies and software integrations to provide certain Platform features.

For example, highlight reel creation may be facilitated through integration with the CapCut API or similar technologies. Where users choose to use these services, video content is processed directly by the third-party provider in accordance with that provider's own privacy practices.

AthletesIQ does not permanently store users' video files generated through these integrations unless expressly stated otherwise.

From time to time, AthletesIQ may introduce additional AI-powered or automated features designed to enhance the recruitment experience. Such features will always be used to assist users and will not replace the need for users to make their own decisions regarding college recruitment.

Where automated technologies materially affect users' personal information, AthletesIQ will provide appropriate transparency and comply with applicable legal requirements

## 16. How We Share Personal Information

AthletesIQ does not sell, rent, lease, or otherwise trade users' personal information to third parties for their own marketing purposes. We recognise that the trust placed in us by athletes, parents, coaches, and other users is fundamental to our business, and we are committed to handling personal information responsibly.

We may, however, share personal information with carefully selected third parties where doing so is necessary to provide our services, comply with legal obligations, protect our legal rights, or maintain the security and integrity of the Platform.

Any third party that processes personal information on behalf of AthletesIQ is required to process that information only in accordance with our documented instructions, applicable data protection legislation, and appropriate contractual safeguards.

## 17. Service Providers and Subprocessors

AthletesIQ relies on trusted third-party providers to deliver certain aspects of the Platform. These organisations process personal information only to the extent necessary to perform services on our behalf.

### Vercel

AthletesIQ uses **Vercel** to host and deliver the Platform. Vercel provides cloud infrastructure, content delivery, security services, and website performance optimisation. As part of providing these services, Vercel may process technical information including IP addresses, browser information, request logs, and diagnostic information necessary for hosting and maintaining the Platform.

### Supabase

AthletesIQ uses **Supabase** to provide secure database services, user authentication, and account management. Supabase processes information necessary to create and manage user accounts, authenticate users securely, maintain encrypted credentials, store authorised Platform data, and support the operation of the Platform.

Passwords are never stored in plain text by AthletesIQ. Authentication credentials are managed using industry-standard encryption and authentication practices.

### Stripe

AthletesIQ uses **Stripe** as its payment processor. Stripe processes payment information directly on its secure infrastructure. AthletesIQ does not receive or store complete payment card numbers, security codes, or banking credentials.

Stripe may process payment information, billing details, transaction identifiers, fraud prevention information, and other financial data necessary to complete transactions securely.

Users should review Stripe's own privacy policy to understand how payment information is processed by Stripe.

### **Resend**

AthletesIQ uses **Resend** to deliver operational and marketing email communications. This includes account verification emails, password resets, subscription confirmations, payment receipts, webinar invitations, consultation reminders, newsletters, and marketing communications.

Resend processes only the information necessary to deliver and monitor email communications on behalf of AthletesIQ.

### **Google Analytics**

AthletesIQ uses Google Analytics to understand user behaviour and improve the Platform. Information collected through Google Analytics helps us evaluate website performance, user engagement, and navigation patterns. Wherever possible, this information is aggregated or pseudonymised to minimise privacy risks.

## **18. International Transfers of Personal Data**

Some of the third-party providers used by AthletesIQ may process personal information outside the United Kingdom.

Whenever personal information is transferred internationally, AthletesIQ takes reasonable steps to ensure that appropriate safeguards are in place in accordance with UK GDPR. These safeguards may include the use of International Data Transfer Agreements (IDTAs), the UK Addendum to the European Commission's Standard Contractual Clauses, adequacy regulations, or other lawful transfer mechanisms recognised under applicable law.

Where service providers process personal information in jurisdictions that may not provide the same level of legal protection as the United Kingdom, AthletesIQ requires those providers to implement appropriate technical and organisational measures designed to safeguard personal information.

## **19. Data Security**

Protecting personal information is one of AthletesIQ's highest priorities. We implement a combination of technical, organisational, and administrative safeguards designed to reduce the risk of unauthorised access, accidental loss, misuse, alteration, disclosure, or destruction of personal information.

Security measures include encrypted communications using HTTPS and Transport Layer Security (TLS), secure cloud hosting, authenticated user access, role-based permissions, secure database management, monitoring of suspicious activity, and regular security updates.

Access to personal information is restricted to authorised personnel who require such access in order to perform their duties. Employees and contractors with access to personal information are required to maintain confidentiality and comply with AthletesIQ's internal security procedures.

Although AthletesIQ takes reasonable steps to protect personal information, no method of transmission over the internet or method of electronic storage can be guaranteed to be completely secure. Accordingly, while we strive to use commercially reasonable security measures, we cannot guarantee absolute security.

## **20. Consultation and Webinar Recordings**

AthletesIQ records consultation sessions and webinars to improve the quality of our services, support staff training, maintain accurate records of advice provided, and provide recorded content to eligible users.

Users will be informed before a consultation or webinar is recorded. By continuing to participate after notification has been provided, users acknowledge and agree that the session will be recorded.

Recordings may include audio, video, screen sharing, presentation materials, chat messages, questions submitted by participants, and any information voluntarily shared during the session.

Recorded consultations are generally accessible only to authorised AthletesIQ personnel and, where applicable, the participant involved. Recorded webinars may be made available to Premium subscribers as part of their subscription benefits.

AthletesIQ stores recordings securely and retains them only for as long as reasonably necessary for business, legal, training, or quality assurance purposes. When recordings are no longer required, they are securely deleted or permanently anonymised where appropriate.

## **21. Data Retention**

AthletesIQ retains personal information only for as long as necessary to fulfil the purposes for which it was collected.

The length of time personal information is retained depends upon the nature of the information, the services being provided, legal obligations, and legitimate business requirements.

For example, account information may be retained while an account remains active and for a reasonable period following account closure to comply with legal obligations, resolve disputes, detect fraud, or enforce contractual rights.

Financial and payment-related records may be retained for longer periods where required under taxation, accounting, or other legal requirements.

Consultation recordings and webinar recordings are retained only for so long as they continue to serve their intended purpose or as otherwise required by law.

When personal information is no longer required, AthletesIQ will securely delete, anonymise, or otherwise dispose of that information using appropriate methods.

## **22. Account Closure and Data Deletion**

Users may request the closure of their AthletesIQ account at any time by contacting our support team at [info@athletesIQ.com](mailto:info@athletesIQ.com).

Closing an account does not necessarily result in the immediate deletion of all associated personal information. Certain information may be retained where necessary to comply with legal obligations, maintain financial records, resolve disputes, investigate fraud, enforce contractual rights, or protect the security of the Platform.

Where no lawful basis exists for continued retention, personal information will be securely deleted or anonymised within a reasonable period following verification of the user's request.

Users should note that deleting an account may result in the permanent loss of access to educational content, consultation history, webinar recordings, subscription information, and other Platform features.

## **23. Children's Privacy**

AthletesIQ is intended for individuals aged **13 years or older** who are pursuing opportunities in college athletics.

Users under the age of 18 should obtain permission from a parent or legal guardian before creating an account, purchasing subscriptions, booking consultations, or providing personal information through the Platform. AthletesIQ does not knowingly collect personal information from children under the age of 13. If we become aware that personal information has been collected from a child under 13 without appropriate authorisation, we will take reasonable steps to delete that information promptly.

Parents and legal guardians who believe that a child has provided personal information contrary to this Privacy Policy are encouraged to contact AthletesIQ immediately.

## **24. Fraud Prevention and Platform Protection**

AthletesIQ processes certain information to protect the Platform against fraud, unauthorised access, misuse, and other activities that could compromise the integrity of our services.

This may include monitoring login activity, detecting unusual account behaviour, analysing technical logs, identifying suspicious payment activity, investigating reports of misuse, and enforcing our Terms of Service.

Where necessary, AthletesIQ may temporarily suspend access to user accounts while security concerns are investigated. Such action is taken only where reasonably necessary to protect users, the Platform, or our legitimate business interests.

## **25. Business Transfers**

If AthletesIQ undergoes a merger, acquisition, corporate restructuring, investment transaction, sale of assets, or other change in ownership or control, personal information may be transferred as part of that transaction.

Any successor organisation receiving personal information will be required to continue processing that information in accordance with applicable data protection legislation and this Privacy Policy unless users are notified otherwise.

Should such a transaction occur, AthletesIQ will take reasonable steps to notify users where required by law.

## **26. Your Rights Under UK Data Protection Law**

AthletesIQ is committed to ensuring that users are able to exercise the rights granted to them under the UK General Data Protection Regulation ("UK GDPR") and the Data Protection Act 2018.

Subject to applicable legal requirements and certain limited exceptions, users have a number of rights regarding the personal information that AthletesIQ processes.

### **26.1 Right of Access**

Users have the right to request confirmation of whether AthletesIQ processes their personal information. Where personal information is processed, users may request a copy of that information together with supplementary information explaining how and why it is being processed.

AthletesIQ will respond to requests for access without undue delay and, in most circumstances, within one month of receiving a valid request. Where requests are particularly complex or numerous, this period may be extended in accordance with applicable law.

To protect the privacy of our users, AthletesIQ may request proof of identity before responding to a request.

## **26.2 Right to Rectification**

Users have the right to request that inaccurate or incomplete personal information be corrected.

AthletesIQ encourages users to keep their account information accurate and up to date. Where a user identifies inaccurate information, reasonable steps will be taken to correct that information promptly following verification of the request.

## **26.3 Right to Erasure**

Users may request that AthletesIQ delete their personal information where there is no lawful basis for continuing to process it.

This right is sometimes referred to as the "right to be forgotten."

AthletesIQ will comply with valid requests unless we are required to retain certain information for legal, regulatory, contractual, taxation, fraud prevention, security, dispute resolution, or other lawful purposes.

Deletion of personal information may result in the permanent loss of access to certain Platform features and services.

## **26.4 Right to Restrict Processing**

Users have the right to request that AthletesIQ temporarily restrict the processing of their personal information in certain circumstances.

Where processing has been restricted, AthletesIQ may continue to store the information but will not otherwise process it unless permitted by law or with the user's consent.

## **26.5 Right to Data Portability**

Where processing is based on consent or the performance of a contract and carried out by automated means, users may request that AthletesIQ provide their personal information in a structured, commonly used, and machine-readable format.

Where technically feasible, users may also request that this information be transferred directly to another service provider.

## **26.6 Right to Object**

Users have the right to object to certain processing activities carried out by AthletesIQ where those activities are based upon our legitimate interests.

If a user objects to processing, AthletesIQ will carefully consider the request and will cease processing unless compelling legitimate grounds exist that override the interests, rights, and

freedoms of the individual or where processing is necessary for the establishment, exercise, or defence of legal claims.

Users also have the right to object at any time to the processing of personal information for direct marketing purposes. Where such an objection is received, AthletesIQ will cease sending marketing communications without undue delay.

## **26.7 Right to Withdraw Consent**

Where AthletesIQ relies on a user's consent as the lawful basis for processing personal information, that consent may be withdrawn at any time.

Withdrawal of consent will not affect the lawfulness of any processing carried out before the consent was withdrawn.

Users should note that withdrawing consent may affect the availability of certain Platform features where those features depend upon the relevant processing.

## **27. Automated Decision-Making and Profiling**

AthletesIQ does not make decisions that produce legal or similarly significant effects based solely on automated processing.

While certain automated technologies may be used to improve the functionality of the Platform, personalise user experiences, recommend educational content, or enhance platform performance, significant decisions relating to users are not made exclusively by automated systems.

Should AthletesIQ introduce automated decision-making processes that materially affect users in the future, appropriate safeguards and information will be provided in accordance with UK GDPR.

## **28. Data Breaches and Security Incidents**

AthletesIQ maintains procedures for identifying, investigating, containing, and responding to actual or suspected security incidents involving personal information.

Where a personal data breach is likely to result in a risk to the rights and freedoms of individuals, AthletesIQ will notify the relevant supervisory authority without undue delay and, where legally required, within the applicable statutory time limits.

Where a breach is likely to result in a high risk to affected individuals, AthletesIQ will notify those individuals as soon as reasonably practicable and provide appropriate information regarding the nature of the incident, the likely consequences, and any recommended protective measures.



Following any security incident, AthletesIQ will conduct an internal review to identify lessons learned and implement improvements designed to reduce the likelihood of similar incidents occurring in the future.

## **29. Third-Party Websites**

The AthletesIQ Platform may contain links to third-party websites, services, educational institutions, sporting organisations, social media platforms, or other external resources.

This Privacy Policy applies only to the AthletesIQ Platform. AthletesIQ is not responsible for the content, privacy practices, or security measures implemented by third-party websites or services.

Users are encouraged to review the privacy policies of any external websites before providing personal information.

## **30. Changes to this Privacy Policy**

AthletesIQ reserves the right to amend or update this Privacy Policy at any time to reflect changes in legislation, regulatory guidance, technological developments, business operations, or Platform functionality.

Where changes are material, AthletesIQ will take reasonable steps to notify users through the Platform, by email, or by other appropriate means before those changes take effect where required by law.

The latest version of this Privacy Policy will always be published on [AthletesIQ.co.uk](https://athletesIQ.co.uk) together with the date on which it became effective.

Continued use of the Platform following publication of an updated Privacy Policy constitutes acceptance of the revised policy to the extent permitted by law.

## **31. Contacting AthletesIQ**

If you have any questions regarding this Privacy Policy, the processing of your personal information, or your rights under data protection law, you may contact AthletesIQ using the details below.

### **AthletesIQ Ltd**

Email: [info@athletesIQ.co.uk](mailto:info@athletesIQ.co.uk)

AthletesIQ will make every reasonable effort to respond to privacy-related enquiries promptly and in accordance with applicable legal requirements.

## **32. Complaints**

AthletesIQ is committed to resolving privacy concerns fairly and transparently. If you believe that we have not handled your personal information appropriately, we encourage you to contact us first so that we have an opportunity to investigate and resolve your concerns.

If you remain dissatisfied with our response, you have the right to lodge a complaint with the UK supervisory authority responsible for data protection matters.

You can contact the Information Commissioner's Office through its official channels for information about making a complaint or seeking further guidance regarding your rights under UK data protection law.

### **33. Governing Law**

This Privacy Policy shall be governed by and interpreted in accordance with the laws of England and Wales.

Any dispute arising from or relating to this Privacy Policy, the processing of personal information, or the use of the AthletesIQ Platform shall be subject to the exclusive jurisdiction of the courts of England and Wales, except where mandatory consumer protection laws provide otherwise.

### **34. Entire Privacy Policy**

This Privacy Policy constitutes the entire privacy policy governing the collection, use, storage, disclosure, and protection of personal information by AthletesIQ in connection with the Platform.

It should be read alongside the AthletesIQ Terms of Service, Cookie Policy, Security Policy, Billing Policy, and any other legal notices published on the Platform. Where there is any inconsistency between this Privacy Policy and another policy, this Privacy Policy shall prevail in relation to the processing of personal information unless otherwise required by law.

### **Final Statement**

AthletesIQ is committed to protecting the privacy, security, and trust of every athlete, parent, guardian, coach, and visitor who uses our Platform. We recognise that the college recruitment process often involves the sharing of important personal information, and we are committed to handling that information responsibly, transparently, and in accordance with the highest standards of data protection.

We continually review our privacy practices, technical safeguards, and internal procedures to ensure that personal information remains protected throughout its lifecycle. As our Platform evolves, we will continue to adapt our practices to reflect developments in technology,

regulation, and industry best practice while maintaining our commitment to openness and accountability.