



Muirhead Curling - Privacy Policy

December 2024

Muirhead Curling (“we,” “our,” or “us”) values your privacy and is committed to safeguarding your personal data. This policy outlines how we collect, use, share, store, and protect your data in compliance with applicable data protection laws, including the General Data Protection Regulation (GDPR).

1.Data We Collect

We may collect and process the following personal information:

- Personal Identification Information: Name, gender, date of birth, email address, phone number, and home address.
- Emergency Contact Details: Information about next of kin, family members, or emergency contacts.
- Medical Information: Medical history, conditions, or disability-related data (including travel and medical consent forms for children).
- Transaction Information: Details of purchases or payments made.
- Participation Data: Records of your involvement in events, rankings, and performance metrics.
- Documentation: Copies of passports, EHIC cards, insurance, and certifications (e.g., DBS checks for child protection).
- Marketing Preferences: Consent for promotional communications.
- Technical Data: Cookies and tracking information for website analytics (non-identifiable data).

2. How We Use Your Data

We process your data for the following purposes:

- To provide and manage services, including event registrations, training programmes, and customer support.
- To ensure safety during activities by understanding medical conditions or travel requirements.
- To communicate updates about events, services, or policy changes.
- To conduct business activities like processing payments and record-keeping.
- To comply with legal and regulatory obligations.
- For marketing purposes where explicit consent is provided.
- To monitor and improve user experience via anonymised analytics.

3. Legal Basis for Data Processing



We process your data under one or more of the following lawful bases:

- Consent: For optional activities like newsletters or marketing.
- Contractual Necessity: For fulfilling purchases or registrations.
- Legal Obligation: To comply with applicable laws.
- Legitimate Interests: For business operations such as fraud prevention, training records, and improving services.

4. Data Sharing

We do not sell or rent your personal data. However, we may share your information with:

- Service Providers: Payment processors, affiliated organizations, or third-party event coordinators.
- Regulators or Legal Authorities: When legally required.
- Medical Facilities: In case of emergencies or medical conditions affecting participation.
- Affiliates and Governing Bodies: For reporting purposes to organizations such as Snowsport England.

All third-party partners must comply with applicable data protection laws and maintain strict confidentiality.

5. International Data Transfers

Some personal data may be transferred to countries outside the UK or EU. Where such transfers occur, we implement safeguards to ensure your data is handled securely and lawfully.

6. Data Retention

We retain personal data only as long as necessary for its intended purposes or as required by law. In general:

- Records are kept for up to seven years after your last interaction with us.
- Medical and safety-related data may be retained longer for legal or insurance purposes.

7. Your Rights

Under applicable law, you have the following rights:

- Access: Request a copy of your personal data.
- Correction: Request rectification of inaccurate or incomplete data.

MUIRHEAD

CURLING

- Erasure: Request deletion of your data, subject to legal and contractual limitations.
- Restriction: Request limited processing under certain conditions.
- Data Portability: Request transfer of your data to another service provider.
- Objection: Opt-out of data processing for marketing or legitimate interests.
- Withdraw Consent: Revoke consent at any time for activities relying on your consent.

To exercise these rights, contact us using the details in the “Contact Us” section below.

8. Data Security

We implement appropriate technical and organizational measures to secure your personal data, including encryption, secure storage, and access controls. However, no system can guarantee absolute security.

9. Cookies and Tracking Technologies

We use cookies to enhance user experience and track website usage. Cookies are small text files stored on your device. You may manage or disable cookies via your browser settings; however, this may limit website functionality. For detailed information about cookies, visit <http://www.aboutcookies.org>.

10. Changes to This Policy

We may update this policy periodically. Significant changes will be communicated via email or a notice on our website. The latest version will always be available online.

11. Contact Us

If you have any questions or concerns about this policy or your data, please contact us:

Email: info@evemuirhead.co.uk

This policy reflects our commitment to handling your data responsibly and transparently.

Thank you for trusting us with your personal information.