

Privacy Policy

Swimovate Ltd (Swimovate) is committed to respecting and protecting your privacy. This privacy protection section communicates how, when, and why we gather information about our customers and what we do with it. The capitalized terms which follow shall have the same meaning as those found in the Terms and Conditions also contained on this Site.

If you have any questions about the Swimovate privacy policies please contact us at:

Swimovate Ltd
4 The Worple
Wraysbury
TW19 5NY
United Kingdom
support@swimovate.com

This Privacy Policy applies to all our websites. You agree that your use of the Site and any App signifies your assent to this Privacy Policy. If you do not agree with this Privacy Policy, you are not authorised to use this Site and App.

Information Collected

If you sign up to any services in a Swimovate website or app and/or place an order through any Swimovate website, or enter into any communication with Swimovate, we may ask you for your personal details that may include, but are not limited to, your name, e-mail address, shipping address, telephone number, user profile information. We use this information to process and fulfil your request and contact you regarding your account. Swimovate will never sell, rent or share your personal information, including your e-mail address, with any third parties for marketing purposes without your express permission. If you decide to subscribe to our app or websites you will be creating an account that includes a personal password.

Please safeguard your password and other personal information. You may be liable for unauthorised use of our site or the App, as well as have your private information used by others. In addition, we automatically gather certain information about the use of the Site or the App, such as how frequently certain areas of the Site or the App are visited and any swim details, including through the use of cookies, web beacons and other technologies. Most browsers can be set to prevent cookies or to notify

you when one is being placed. However, cookies are necessary to access some interactive features of the Site and App.

How We Use Your Information

We will not share or disclose your information to anyone except as described in this Privacy Policy. We use personally identifiable information in order to give you a more enjoyable convenient experience and to help us identify and/or provide information, products or services that may be of interest to you. We use your personally identifiable information to support and enhance your use of the Site and the App and its features, including without limitation: storing and tracking of your swimming data; providing customer service; tracking email you send; and otherwise supporting your use of the Site and App.. In addition, we may notify you about new services or special promotional programs, or send you offers or information.

In connection with their performance of services to maintain and operate the Site and the App and certain features on the Site and the App, certain trusted third parties may be permitted to access your information. For example, we may use third parties to host the Site and the App; operate various features available on the Site and the App; send emails; analyse data; provide search results and links and assist in fulfilling your requirements.

We may transfer personally identifiable information as an asset in connection with a proposed or actual merger or sale (including any transfers made as part of an insolvency or bankruptcy proceeding) involving all or part of our business or as part of a corporate reorganisation, stock sale or other change in control. In such a circumstance the Transferee would be bound by the terms of this privacy policy.

We reserve the right to disclose information in order to comply with a subpoena, court order, administrative or governmental order, or any other requirement of law, or when we, in our sole discretion, believe it is necessary in order to protect our rights or the rights of others, to prevent harm to persons or property, to fight fraud and credit risk reduction.

We use non-personally identifiable information in the aggregate, so that we can improve the Site and the App and for business and administrative purposes. We may also use or share with third parties for any purpose aggregated data that contains no personally identifiable information. If you submit your

email address to be added to a mailing list, we will use the email address for the sole purpose of sending you announcements, special offers from Swimovate and other partners along with Site and App updates. Each email we send will contain information on how to unsubscribe from our mailing list. You can also unsubscribe by sending an email to support@swimovate.com.

We use your feedback to improve our Site and our App and our organisation. If you choose to provide information about yourself using a feedback or email form on our Site or App, we will not use the information for any purpose other than to respond to your inquiry or to act on your suggestion or comment. We will not share your information with others except with your permission or upon your request.

Comments you voluntarily post on public forums such as our website will, of course, be displayed publicly along with the name you submit and the time at which you submitted the comment.

How We Protect Your Information

We are committed to protecting the information we receive from you. We follow reasonable technical and management practices to help protect the confidentiality, security and integrity of data stored on our system. While no computer system is completely secure, we believe the measures we have implemented reduce the likelihood of security problems to a level appropriate to the type of data involved.

We use Paypal's third-party payment system to store and secure your payment information and execute transactions securely. We do not store any of your payment data on our servers. If you have any questions regarding your payment data, please email support@swimovate.com.

Links to other websites

Our Site and App may contain links to other websites of interest. However, once you have used these links to leave our Site or App, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such websites and such websites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Controlling your personal information

You may choose to restrict the privacy or use of your personal information in the following ways: whenever you are asked to fill in a profile form on the Site or App, look for the box that you can click to indicate specific privacy settings, you may change your mind at any time changing your preference or by writing to or emailing us at support@swimovate.com. Changing your preferences at a later date will only change the settings of any information received after this time. We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

You may request details of personal information which we hold about you under the Data Protection Act 1998. If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible. We will promptly correct any information found to be incorrect.

How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular website. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system. Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

We may use Google Analytics cookies to collect information about how visitors use this Site or App and if issues are encountered (such as broken links). Google analytics stores information about what pages

you visit, how long you were on the site, how you got here and what you click on. We do not store your personal information so this information cannot be used to identify who you are. We do not allow Google to use or share our data.

Children's Privacy and Parental Controls

We do not solicit any personal information from children. If you are not 18 or older, you are not authorised to use the Site or the App.

Privacy Policy Changes

If we decide to change our Privacy Policy for the Site and App, we will post the revised Privacy Policy here so that you will always know what information we gather, how we might use that information and whether we may disclose it to anyone. Your continued use of the Site or the App indicates your assent to the Privacy Policy as posted.