

## British Showjumping

### Privacy Policy –Dartfish in conjunction with MSA Performance Analysis

For the purpose of the Data Protection Act 2018 (the **Act**), the data controller is British Show Jumping of Meriden Business Park, Copse Drive, Meriden, West Midlands, CV5 9RG. If you require assistance in regards to data protection you can contact:

[DP@britishshowjumping.co.uk](mailto:DP@britishshowjumping.co.uk)

The British Show Jumping Association (we) are committed to protecting and respecting your privacy.

This policy (together with our Terms of Use and any other documents referred to on it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it when you sign up to British Showjumping Dartfish Performance Analysis. You may view our full privacy policy by clicking here <http://www.britishshowjumping.co.uk/files/privacypolicystatement.pdf>– Privacy Policy

Dartfish is the world's leading video analysis software. It is used by numerous National Governing Bodies of sports, professional teams, universities, academies, as well as individual coaches and athletes.

British Showjumping is now bringing this amazing software to its Members. The British Showjumping Dartfish service enables account holders to capture and publish their video to enable them and other stakeholders to capture, Analyse and Share video footage. This will enable account holders and stakeholders to review and assess the rider and horse performance. It allows side-by-side analysis of the rider and horse at any given moment and enables you to review this to help you improve and/or compare your riding performance.

### What information will the Dartfish and MSA service collect?

As part of your membership British Showjumping holds, uses, shares and retains your personal data. This processing is detailed within our Privacy Notice for Members. The information processed to enable us to use the Dartfish software will consist of:

- **A video:**
  - Image, (footage where you can be identified)
  - Gender
- **Your Dartfish account (adult):**
  - Name
  - Address
  - email address
- **Your Dartfish account, (child or young person):**
  - Guardians or parents name, address and email address
- Reports you submit to the Dartfish help desk
- Correspondence or communication
- Records of when you visit our Dartfish service including, but not limited to, traffic data, weblogs and other communication data, whether this is required for our own billing purposes or otherwise and the resources that you access

- Information that you provide on any social media sites which are linked to our Dartfish service. This includes individual posts and comments and aggregate data about users
- Information that you provide or are in the public domain which is linked to our Dartfish service
- Information regarding your riding performance and analysis
- Information we obtain when you complete our surveys that we use for research purposes, although you do not have to respond to them

### **Where we store your information**

The data that we collect from you may be transferred to, and stored at, a destination outside the UK, will include the European Economic Area ("EEA") and Switzerland. Switzerland is outside the EEA; however it has been deemed a country with adequate level of protection. It may also be processed by Dartfish operating in and outside the EEA who work in partnership with us as a data processor as one of our suppliers. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with your rights and the 8 Principles of the Data Protection Act 2018.

Where you use the internet to transmit or stream information we cannot take responsibility of the security. However, when your information is received and retained by British Showjumping and Dartfish we will use strict procedures and security features to try to prevent unauthorised access.

Where we have given you (or where you have chosen) a password which enables you to access certain parts of our Dartfish site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

### **How we keep your information safe**

We hold your information in a confidential and secure manner; we have implemented security policies, rules and technical measures to protect individual's personal information that we have under our control from:

- Unauthorised access
- Improper use or disclosure
- Unauthorised modification
- Unlawful destruction or accidental

### **How we use your information**

We use information held about you in the following ways to:

- Ensure that content from our Dartfish service is presented in the most effective manner for you and for your mobile device and computer, which is necessary for our legitimate interests.
- Provide you with information, products or services that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes.
- Carry out our obligations arising from any contracts entered into between you and us as a Member the Dartfish service

- Capture, analyse, track and monitor your riding performance. This is necessary for us to properly manage and administer your development in accordance with our contract with you.
- Allow you and others to participate in interactive features of our Dartfish service, when you choose to do so in accordance with our contract with you.
- Notify you about changes to our service or the way we process your personal data, in accordance with our legal obligations.

We do not disclose information about identifiable individuals to our advertisers. We will disclose your information to our Dartfish Partner, (Data Processor) who will set and enable your Dartfish Account. They will hold this information in a manner compliant with the Data Protection Act 2018 and adhere to your rights as a Data Subject. We may disclose the following personal information:

- ✓ Name
- ✓ Email address
- ✓ Age
- ✓ Gender
- ✓ Image, (photograph, live or recorded streaming data)
- ✓ IP Addresses are information about your computer, including where available your IP address, operating system and browser type, for system administration and to report aggregate information to our advertisers. This is statistical data about our users' browsing actions and patterns, and does not identify any individual

## **Your Rights**

Please contact us if you have any concern about anything relating to how we process your information when delivering you a Dartfish service. You have the right to:

- Ask for a copy of your personal information
- Know how your personal information will be shared with and under what circumstance
- Know how they can opt-out of promotional and/or direct marketing and automated decisions
- Challenge incorrect personal information and request for it to be amended
- Have inaccurate information rectified, blocked, erased or destroyed
- Complain to the Information Commissioner
- Apply to the Court for compensation for distress and/or damages due to noncompliance of the DPA

Our Dartfish site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

## **Requesting a copy of your personal information – Subject Access Request**

We will be as open and transparent as it can be in relation to providing access to your personal information. Normal 'business as usual' information will be provided to you as part of the standard customer or employee relationship. Formal requests for personal data or information may be made by making a 'subject access request'. You can ask us whether we are keeping personal data about you by writing to:

**Data Protection Service British Showjumping**

Meriden Business Park Copse Drive

Meriden

West Midlands CV5 9RG

[DP@britishshowjumping.co.uk](mailto:DP@britishshowjumping.co.uk)

Tel: +44 (0) 2476 698800

**The use of Cookies**

The Dartfish website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. For detailed information on the cookies we use and the purposes for which we use them, please see our Cookie Policy.

Cookies are a feature of web-browser software that allows web servers to recognize the computerised to access a web site. They are small pieces of data that are stored by a user's web browser on the user's hard drive. Cookies can remember what information a user accesses on one web page to simplify subsequent interactions with that web site by the same user or to use the information to streamline the user's transactions on related web pages. This makes it easier for a user to move from web page to web page and to complete commercial transactions over the Internet. Cookies should make your online experience easier and more personalized.

**Changes to our privacy policy**

We may make changes to our privacy policy in the future, where appropriate you will be notified by e-mail.