

# Kent and Medway Business Games Privacy Notice

---

**At Kent Sport, we're committed to protecting and respecting your privacy.**

We aim to provide you with the highest quality service whilst you are accessing our services. To do this, we must keep records about you and the services we provide for you. We aim to maintain high standards, adopt best practice for our record keeping and regularly check and report on how we are doing.

We will:

- only collect personal data for specified purposes
- explain why we are collecting personal data
- where necessary, seek consent relating to the use of personal data
- retain personal data securely and
- only hold personal data for a specified amount of time after which it will be deleted.

If you have any questions regarding this notice or our privacy practices then please contact us:

**by email:** [kentsport@kent.gov.uk](mailto:kentsport@kent.gov.uk)

**in writing:** Kent Sport and Physical Activity Service, Kent County Council, Worrall House, 30 Kings Hill Avenue, Kings Hill, Kent, ME19 4AE.

**or by telephone:** 03000 414001.

We may change our privacy notices from time to time, so please check the Kent Sport website ([www.kentsport.org/privacy](http://www.kentsport.org/privacy)) occasionally to ensure that you're happy with any changes.

---

## WHO ARE WE?

Kent Sport and Physical Activity Service (Kent Sport) is a service within Kent County Council and part of Kent County Council. Kent County Council is the data controller and is responsible for the security of the data that you provide and for overall compliance with data protection legislation. We are an integrated team of Kent County Council and Sport England funded staff, working together as the



Active Partnership for Kent. We work with partners and networks across the county to provide opportunities for everyone to get involved in sport and physical activity for enjoyment as well as wider health and social outcomes.

---

## HOW DO WE COLLECT INFORMATION FROM YOU?

We collect information about you when you, or your team captain, enters the Kent and Medway Business Games through the Kent Sport website, and when you complete the registration form on the day of the event.

Following the event we also send out evaluation/feedback forms to participants. These can be completed and returned anonymously, however should you wish to enter our prize draw we will collect your name and contact details. This information will only be used to contact you in relation to the prize draw and whether you win or not.

### Payments

Online payments for entry into the Kent and Medway Business Games are processed by PayPal who specialise in the secure online capture and processing of credit/debit card transactions. Their privacy policy can be viewed here:

[PayPal privacy policy](#)

No credit/debit card information will be collected or stored by Kent Sport.

### Website

In order to provide our services we work with our digital partners, [SportSuite](#) and [Red Bullet](#), who help us manage our website ([www.kentsport.org](http://www.kentsport.org)). As part of enhancing your experience on our website, we have installed a number of tracking facilities that give us insight into how you use our website, what is popular, what is not, and how people move through the pages on our site.

[Website privacy/cookie notice](#)

---

## WHAT INFORMATION DO WE COLLECT?

You will provide us with your name and contact details when you, or the team captain, enters the Business Games event via the Kent Sport website, and when you complete the registration form at the Business Games.

We may also ask you some equality monitoring questions. We ask these because we want to make sure that everyone is treated fairly and equally, and that no one gets left out. We'll only use your answers to these questions to help us make decisions and improve our services. This information will not be shared in a format through which individuals can be identified.

Kent Sport, and/or service providers commissioned by Kent Sport, may film, take photographs, and/or otherwise record the event. Your participation in the event may be captured in this way. Original images and videos may be used for promotional purposes by Kent Sport and published on the websites, social media accounts and printed publications owned and managed by Kent Sport and may therefore be accessible to the general public. They may also be shared with partner organisations (for example those running activities and event sponsors) for use in promotion of their relationship with the Business Games.

---

## HOW IS YOUR INFORMATION USED?

The lawful basis we have for processing your data collected through the online entry form and on the day registration form is performance of a contract with you.

We will use the data we collect to:

- process your entry to the event
- send you the event guide prior to the event
- stage the event
- send you a post-event participant survey
- send you information about upcoming Business Games events

The lawful basis we have for collecting your data in the form of photography and filming is your consent. We will use this data for promotional and marketing purposes.

---

## HOW LONG WILL WE HOLD YOUR INFORMATION?

Your personal data will be stored securely for two years from the date of the event, after which time it will be disposed of.

Original film footage and photographs are retained for five years from the date of the event, after which time they will be disposed of. After this time, photographs and film footage may still appear in previously published website articles, social media posts, printed publications or promotional materials.

---

## WHO HAS ACCESS TO YOUR INFORMATION?

Only Kent Sport will have access to the personal data you submit to us through your entry/registration forms.

Service providers, acting as data processors, may support Kent Sport with the running of the event (timetabling activities, collating results etc), or be commissioned to film, take photographs, and/or otherwise record the event. They will have access to team names but will not have access to any personal data that you submit through your entry/registration forms.

In order to provide our online services we work with our digital development partners ([Red Bullet](#) and [SportSuite](#)), who help us manage our website ([www.kentsport.org](http://www.kentsport.org)). When you provide information through our website, they act as data processors for Kent Sport and only process personal information in line with our instructions. They will have physical access to data collected through our website in order to do their essential works but will never use or access it outside of supporting us to resolve any technical issues. None of your digital personal identifiable information is ever shared with anyone outside the process of submitting and storing your data at Kent Sport.

---

## HOW YOU CAN ACCESS AND UPDATE YOUR INFORMATION

The accuracy of your information is important to us. If you would like to update or amend the information that we hold about you, then please contact us:

**by email:** [kentsport@kent.gov.uk](mailto:kentsport@kent.gov.uk)

**in writing:** Kent Sport and Physical Activity Service, Kent County Council, Worrall House, 30 Kings Hill Avenue, Kings Hill, Kent, ME19 4AE.

**or by telephone:** 03000 414001.

---

## YOUR RIGHTS

Under the GDPR you have a number of rights which you can exercise free of charge that allow you to:

- know what we are doing with your information and why we are doing it
- ask to see what information we hold about you
- ask us to correct any mistakes in the information we hold about you
- object to direct marketing
- make a complaint to the Information Commissioner's Office.

Depending on our reason for using your information you may also be entitled to:

- ask us to delete information we hold about you
- have your information transferred electronically to yourself or to another organisation
- object to decisions being made that significantly affect you
- object to how we are using your information
- stop us using your information in certain ways.

We will always seek to comply with your request however we may be required to hold or use your information to comply with legal duties.

For further information about your rights, including the circumstances in which they apply, see the guidance from the UK Information Commissioner's Office (ICO) on individuals' rights under the General Data Protection Regulation.

If you would like to exercise a right, please contact the Information Resilience and Transparency Team at [data.protection@kent.gov.uk](mailto:data.protection@kent.gov.uk).

---

## KEEPING YOUR PERSONAL INFORMATION SECURE

We have appropriate security measures in place to prevent personal information from being accidentally lost or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

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

---

## WHO TO CONTACT

Please contact the Information Resilience and Transparency Team at [data.protection@kent.gov.uk](mailto:data.protection@kent.gov.uk) to exercise any of your rights, or if you have a complaint about why your information has been collected, how it has been used or how long we have kept it for.

You can contact our Data Protection Officer, Benjamin Watts, at [dpo@kent.gov.uk](mailto:dpo@kent.gov.uk) or by writing to the Data Protection Officer at Sessions House, Maidstone, Kent ME14 1XQ.

The General Data Protection Regulation also gives you right to lodge a complaint with a supervisory authority. The supervisory authority in the UK is the Information Commissioner who may be contacted at <https://ico.org.uk/concerns> or telephone 03031 231113.

For further information visit <https://www.kent.gov.uk/about-the-council/about-the-website/privacy-statement>