# Privacy Notice

## How we use your data

#### This Privacy Notice outlines how the University of Kent collects, uses and manages the personal information of individuals in accordance with data protection law.

The University of Kent is registered as a ‘Data Controller’ under registration number Z6847902. [View the full entry on the register](https://ico.org.uk/ESDWebPages/Entry/Z6847902)

## How we collect your personal information

Your personal data is obtained:

* from the analysis of (pre)recorded video footage relating to sports participation e.g. training, or, sports competition e.g. match.

## Categories of information we collect

The personal data we collect about you in connection with use of specialist sports performance analysis technologies and sporting participation (for timetabled classes for performance analysis-related modules, sports training and/or sports competition) include:

* your name
* physical (e.g. distance covered in metres), technical (e.g. shot accuracy or pass completion rate) and/or tactical (e.g. positioning, or, type of pass) data.

## How we use your personal information

We will use your information in the following ways:

* to support module delivery for performance analysis-related modules
* to provide feedback to specific sporting teams and/or participants. Feedback may be in the form of subjective (e.g. video highlights) and/or objective (e.g. statistical data) insights.

## Our lawful basis for processing your data

We rely on the following lawful basis as allowed by the UK GDPR for processing your personal data as this is necessary for:

* you have given your consent for one or more specific purposes - Article [6(1)(a)](https://www.legislation.gov.uk/eur/2016/679/article/6)
* the performance of a task carried out in the public interest or in the exercise of official authority - [Article 6(1)(e)](https://www.legislation.gov.uk/eur/2016/679/article/6).

**Who your information will be shared with**

Personal data generated from the performance analysis technologies will not be shared with third party organisations (known as data processors).

## Transfer of your information outside of the UK

Personal data generated from the performance analysis technologies will not be transferred across national boundaries to a third party data processor.

## How long your personal data will be kept

* *Personal data will be stored for a maximum period of 3 years. Personal data will be stored to enable statistical benchmarking across multiple seasons i.e. to compare different KPIs across the past 3 seasons within a sport, and/or, for the duration where the data may be used to support summative assessments for performance analysis-related modules.*

## Security

We will ensure that security measures are in place to prevent the accidental loss of, unauthorised use of or access to your data. Access is given to staff and students on a ‘need to know’ basis. Our staff and students are required to keep your data safe and our staff complete data protection training.

We have procedures in place to deal with any data security incidents and will notify you and the ICO in the event of a data breach where we are required to do so.

## Your rights

Please be aware of the following rights which can be accessed free of charge by contacting [dataprotection@kent.ac.uk](mailto:dataprotection@kent.ac.uk):

* know how we are using your personal information and why (right to information)
* access the personal data held by us (subject access request)
* ask for correction of any mistakes (rectification)
* to object to direct marketing
* to complain to the ICO.

In some circumstances you also have the right to:

* object to how we are using your information
* ask us to delete information about you (the right to be forgotten)
* have your information transferred electronically
* object to automated decisions which significantly affect you
* restrict us from using your information.

For further guidance regarding your rights please see the [ICO website](https://ico.org.uk/).

## Your rights- if you have given consent or explicit consent for a specific use of your personal data

You can withdraw your consent at any time.

You can do this by contacting either Dr. Matt Robins (Lecturer in Sport Science and Performance Analysis): [m.robins@kent.ac.uk](mailto:m.robins@kent.ac.uk), or, Ms Hannah Hersant (Lecturer in Sport Science and Performance Analysis): [h.hersant@kent.ac.uk](mailto:h.hersant@kent.ac.uk).

This does not affect the lawfulness of the processing based on consent before its withdrawal.

## Your right to complain to the Information Commissioner

You have the right to lodge a complaint with the [Information Commissioner's Office](https://ico.org.uk/make-a-complaint/). Their helpline telephone number is: 0303 123 1113.

## Contacts

If you have any questions or concerns about the way the University has used your data, or wish to exercise any of your rights, please consult our [website](https://www.kent.ac.uk/about/assurance-and-data-protection).

The University’s Data Protection Officer can be contacted at: [dataprotection@kent.ac.uk](mailto:dataprotection@kent.ac.uk)

## Document review date

This privacy notice will be reviewed at least annually.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Version** | **Author** | **Description of Change** | **Date** | **Next Review date** |
| **1** | Hannah Hersant | Newly introduced processing activity | April 2023 | April 2024 |