



## WKO Privacy & Cookie Policy

January 2022

### The Best Bits

We only use your data to improve your WKO experience

### Keeping It Simple

We'll talk to you straight – no stress, no worries, No Junk

You choose what, and how we speak to you

### Super Safe

Your Data is Protected 24/7

Everything we do at WKO is about you! Things change, but it's nothing to worry about. We take our customers privacy and security very seriously and we are 100% committed to protecting it so you can shop away without a single worry.

If you have any questions about how we protect your privacy, you can contact us on [president@worldkickboxingorganisation.org](mailto:president@worldkickboxingorganisation.org)

### HOW WE USE YOUR DATA:

We are committed to protecting your privacy. It is important that you understand how we look after your personal data and how we make sure that we meet our legal obligations to you under the data protection rules and regulations in the relevant territory (including associated guidance) (the "Data Protection Laws"). This privacy policy outlines how WKO will collect, use, store and share your personal data.

If you have any questions in relation to this policy or generally how your personal data is processed by us, please contact our customer care team by letter addressed to: WKO Customer Care, Unit 7, Rowms Lane, Swinton, S64 8AE; by email at [president@worldkickboxingorganisation.org](mailto:president@worldkickboxingorganisation.org); or by phone on (+44) 7770784760.

This policy applies to any personal data that we collect about you when you:

visit our one of our website;

purchase products from us;

visit one of our events;

contact us, for example by telephone, email, post or through submitting a form on our websites.

## WHO ARE WE?

In this privacy policy, the terms "we", "our", and "us" are used to refer to the World Kickboxing Organisation (WKO).

The controller of your information for the purposes of the Data Protection Laws will be Jon Green WKO World President. Who can be contacted by: WKO World President, Unit 7, Rowms Lane, Swinton, S64 8AE; by email at [president@worldkickboxingorganisation.org](mailto:president@worldkickboxingorganisation.org); or by phone on (+44) 7770784760.

The relevant controller above is responsible for your personal data. . This policy provides information to you about the basis on which the WKO as a whole collects, uses, stores and shares your information.

We will use your personal data fairly, lawfully and in a transparent manner and in accordance with the Data Protection Laws.

## WHAT INFORMATION DO WE COLLECT ABOUT YOU?

If you have an account with us or make a purchase online with us, or enter a competition or respond to a survey with us, we collect your name and contact details (including your address, telephone number, details about your order, and your billing information (where you are purchasing products)

Please see our cookies policy for further information about what information may be automatically collected when you visit our websites.

Please note that, from time to time, we will combine personal data that we receive from other sources with personal data you give to us and personal data we collect about you.

## WHERE DO WE GET THIS INFORMATION FROM?

We collect some of your information directly from you, either through information that you give to us or information that we collect during your visits to our websites, stores, or through your communications with us.

## WHY DO WE NEED YOUR INFORMATION?

The main purpose for which we use your information is to provide you with the products that you purchase from us and to send you offers and promotions that you might be interested in.

In particular, we use your information:

to provide you with the products that you have purchased from us and any receipts of purchase, including to deliver your products, and to send you order status updates;

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to take payments for the products that you have purchased and to give refunds or exchanges;

to provide customer care and support to you;

to develop and improve our products and services;

to develop and improve our websites and set default options for you (such as language and currency) and to ensure that content is presented in the most effective manner;

to provide you with information that you request from us or which we feel may interest you. We may send you marketing information by email, SMS or post. This can include information about new products and offers that you may find interesting;

to research our customers' preferences and trending products;

to run surveys and competitions;

to notify you about changes to our products

**Consent:**

As set out above, we will send you marketing communications where you have not told us that you wish to unsubscribe and where you have purchased similar products and/ or services from the same brand or legal entity (as set out in the table above). You will also receive marketing communications from us where you have signed up, or otherwise consented, to receive marketing messages from a brand or entity within the WKO.

You have the right to withdraw your consent to processing of this nature at any time by contacting our customer care team using the details at the start of this privacy policy.

**WHO DO WE SHARE YOUR INFORMATION WITH?**

We do not, and will not, sell any of your information to any third party, including your name, address, email address or credit card information.

**WHERE IS YOUR INFORMATION STORED AND HOW LONG DO WE KEEP IT FOR?**

**Retention of your personal data**

We will only keep your information for as long as is necessary to carry out the purposes we collected it for, as set out in this privacy policy (unless a longer retention period is required by the applicable law). We typically keep your personal data for 6 years from the purchase in order to enable us to deal with any issues or concerns you may have about the products or services you have received, and to allow us to bring or defend legal proceedings. In some circumstances, some of your data will be deleted in much shorter timescales, for example:

cookies are deleted in accordance with our cookies policy;

CCTV images are kept for 60 days;

marketing consents will be refreshed/deleted after 6 years, however, our aim is only to market to you for as long as we believe you want to continue hearing from us based on how you interact with us.

If reasonably necessary or required to meet legal or regulatory requirements, resolve disputes, prevent fraud and abuse, or enforce our terms and conditions, we will also keep hold of some of your information, even it is no longer needed to provide the services to you.

### **Security of your personal data**

Transmission of information via the internet is not and cannot be completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our websites; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

### **WHAT RIGHTS DO YOU HAVE?**

You have a number of rights under the Data Protection Laws in relation to the way we process your personal data, which are set out below. You may contact us using the details at the beginning of this privacy policy to exercise any of these rights.

In some instances, we may be unable to carry out your request, in which case we will contact you to explain why.

#### **1. You have the right to request access to your personal data:**

You have the right to request confirmation that your personal data is being processed, access to your personal data (through us providing a copy) and other information about how we process your personal data.

#### **2. You have the right to ask us to rectify your personal data**

You have the right to request that we rectify your personal data if it is not accurate or not complete.

#### **3. You have the right to ask us to erase your personal data**

You have the right to ask us to erase or delete your personal data where there is no reason for us to continue to process your personal data. This right would apply if we no longer need to use your personal data to provide products to you, where you withdraw your consent for us to send you marketing information, or where you object to the way we process your personal data (see right 4 below).

#### **4. You have the right to object to our processing of your personal data**

You have the right to object to our processing of your personal data on the basis of our legitimate business interests, unless we are able to demonstrate that, on balance, our legitimate interests override your rights or we need to continue processing your personal data for the establishment, exercise or defence of legal claims

#### **5. You have the right to withdraw your consent**

You have the right to withdraw your consent where we are relying on it to use your personal data, for example where we are relying on your consent to send you marketing information.

**Marketing:**

We always give you the choice of whether or not you wish to receive marketing communications from us.

By contacting us on [President@worldkickboxingorganisation.org](mailto:President@worldkickboxingorganisation.org) you can tell us that you do not wish to receive marketing communications from us and we will update your records. You can also click on the unsubscribe link in any promotional emails.

### **Information about our use of cookies**

Our website is operated by World Kickboxing Organisation. The websites use cookies to distinguish you from other users and this helps us to provide you with a good experience when you browse our websites and also to improve our websites.

Cookies help us to provide you with a better customer experience when you browse our websites and allow us to improve and tailor the websites for you. For example, we keep track of the domains from which people visit and we also measure visitor activity on the websites. We use the information that we collect to measure the number of visitors to the different areas of our websites to improve website functionality and to ensure we can process and fulfil your orders.

If you wish to remove cookies placed on your device by our websites or stop our websites placing further cookies on your device you can do this at any time, learn how to do this below, in the Managing cookies section.

By visiting our website with your browser settings adjusted to allow cookies or using our app you are consenting to the use of non-essential cookies and acknowledging our use of essential cookies for the purposes outlined below in order to provide you with a fully functional, tailored shopping experience.

### **What is a cookie?**

A cookie is a small text file which is downloaded and stored on your computer or mobile device by websites that you visit. Where cookie technology is not available, an anonymous identifier may be used. An anonymous identifier is a random string of characters used for the same purposes as a cookie.

Your browser accesses the cookie file only when you visit the website that generated it. This helps to ease your navigation by automatically logging you in and remembering things like your preferences and what's in your shopping basket. Cookies allow websites like ours to deliver you a personalised shopping experience.

The information stored within any given cookie can only be accessed by the website that created it and cookies are limited to communicating only the information that you have disclosed to the site.

## Managing cookies: Enabling and Disabling

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly.

If cookies aren't enabled on your computer, it will mean that your shopping experience on our website will be limited to browsing and researching; you won't be able to add products to your basket or buy them. To enable and manage cookies, you can use your browser to do this. Each browser is different, so check the 'Help' menu of your particular browser (or your mobile phone's handset manual) to learn how to change your cookie preferences.

- Google Chrome
- Internet Explorer
- Mozilla Firefox
- Safari
- Opera
- Google Analytics Opt Out

We use the following types of cookie:

### Essential cookies:

- **Strictly necessary cookies.** These are cookies that are required for the operation of our websites. They include, for example, cookies that enable you to log into secure areas of our websites or make purchases. We do not require your consent to place these cookies. Nevertheless, you may be able to block these cookies yourself on your device/ browser, but restricting these cookies is likely to mean that our websites will not work as you would expect and certain functionality may be inoperable.
- **Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our websites when they are using it. This helps us to improve the way our websites work, for example, by ensuring that users are finding what they are looking for easily. We use cookies to compile visitor statistics such as how many people have visited our websites, how they reached our websites, what type of technology they are using (e.g. Mac or Windows which helps to identify when our site isn't working as it should for particular technologies), how long they spend on the websites, what page they look at etc. This helps us to continuously improve our websites.

### Non-essential cookies

- **Functionality cookies.** These are used to recognise you when you return to our websites. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- **Performance Cookies** These cookies allow us to improve the functionality and experience of our site, these include third party cookies which collect information to help better tailor our advertising to your interests, preferences and past activity
- **Targeting cookies.** These cookies record your visit to our websites, the pages you have visited and the links you have followed. This information will be used by us and third parties to make our websites and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose but only



if you consent to such sharing.

• **Social Website/Re-marketing Cookies.** So you can easily "Like" or share our content, we have included sharing buttons on our websites for certain social media sites such as Facebook and Twitter. These cookies are set by the third party social media sites to which they relate, including:

- Facebook;
- YouTube;
- Pinterest;
- Instagram;
- Periscope; and
- Twitter

#### **WHAT IF YOU HAVE A COMPLAINT?**

If you have any concerns regarding our processing of your personal data, or are not satisfied with our handling of any request made by you, or would otherwise like to make a complaint, please contact World President Jon Green in the first instance using the details at the start of this privacy policy, so that they can do their very best to sort out the problem.

You can also contact the Information Commissioner's Office at Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF [www.ico.org.uk](http://www.ico.org.uk).

#### **CHANGES TO THIS PRIVACY POLICY**

We will take all measures necessary to communicate any changes to this privacy policy to you, and will post any updated privacy policies on this page.

This policy was last reviewed and updated: January 2022