

Privacy Policy

The Hybrid Fitness League

Last updated: 10 July 2026

Who we are

With regard to participation in The Hybrid Fitness League ("**League**"), Hybrid Fitness League Ltd (CRN: 17169032), with registered office at Flash Green Farm Jenny Lane, Wheelton, Chorley, England, PR6 8JE ("**we**", "**us**", "**our**") operates this website, app, competitions, leagues, leaderboards, and related services, and is the data controller for the personal data described in this policy.

For any privacy question, or to exercise your data-protection rights, contact us at privacy@thehybridfitnessleague.com.

If you are unhappy with how we handle your personal data, you have the right to complain to the UK Information Commissioner's Office (ICO) at ico.org.uk.

Information we collect

We are the data controller for the purposes of the General Data Protection Regulation (Regulation (EU) 2016/279) and any other law applicable to the processing of your personal information. We will take all necessary steps to ensure that your personal information is processed by us in accordance with these data protection laws.

Personal data means any information about an individual from which that person can be identified.

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- **Identity Data** includes first name, last name, any previous names, username or similar identifier, marital status, title, date of birth and gender, if you register a doubles or team entry, you must provide your partner's name (compulsory) and email (optional) so we can register and notify them. This is personal data about another person — by providing it you confirm you have their permission.
- **Contact Data** includes email address and telephone numbers, Emergency contact data: the name, phone number, and relationship of a person you nominate. This is personal data about another person — by providing it you confirm you have their permission to share it and for us or event staff to contact them in an emergency.
- **Financial Data** includes bank account and payment card details.
- **Transaction Data** includes League registration and competition registration or booking details as well as details of products and services you have purchased from us, such as merchandise.

- **Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, device ID and other technology on the devices you use to access this website. Referral data: where you arrive via a gym referral or any other promotional referral link, we log the click (device/browser and the referring page) and, if you make a paid registration, attribution is stored for internal reporting only.
- **Profile Data** includes your username and password, purchases or orders made by you, your interests, preferences, feedback and survey responses.
- **Usage Data** includes information about how you interact with and use our website, products and services, visits to and use of our website, activity history which is provided using automated technologies or interactions (such as cookies and other similar technologies).
- **Marketing and Communications Data** includes your preferences in receiving marketing from us and our third parties and your communication preferences.

We also collect, use and share **aggregated data** such as statistical or demographic data which is not personal data as it does not directly (or indirectly) reveal your identity. For example, we may aggregate individuals' Usage Data to calculate the percentage of users accessing a specific website feature in order to analyse general trends in how users are interacting with our website to help improve the website and our service offering.

How we collect your personal data

We use different methods to collect data from and about you including through:

- **Your interactions with us.** You may give us your personal data by filling in online forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:
 - create an account via our platform, the Hybrid Fitness League Competition Platform;
 - subscribe to our service or publications;
 - apply for our products or services;
 - request marketing to be sent to you;
 - enter a competition, promotion or survey; or
 - give us feedback or contact us.
- **Automated technologies or interactions.** As you interact with our website, we will automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies.
- Technical Data is collected by the following parties:
 - o Transaction and Device Data like IP addresses, browser types, device IDs, names, billing/shipping addresses, and payment details are collected to facilitate transactions, prevent fraud and to process payments outside the UK by Stripe. The Stripe Data Processing Agreement can be found at <https://stripe.com/gb/legal/dpa>

How we use your data

Legal basis

The law requires us to have a legal basis for collecting and using your personal data. We rely on one or more of the following legal bases:

- **Performance of a contract with you:** Where we need to perform the contract we are about to enter into or have entered into with you.
- **Legitimate interests:** We may use your personal data where it is necessary to conduct our business and pursue our legitimate interests, for example to prevent fraud and enable us to give you the best and most secure customer experience. We make sure we consider and balance any potential impact on you and your rights (both positive and negative) before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).
- **Legal obligation:** We may use your personal data where it is necessary for compliance with a legal obligation that we are subject to. We will identify the relevant legal obligation when we rely on this legal basis.
- **Consent:** We rely on consent only where we have obtained your active agreement to use your personal data for a specified purpose, for example if you subscribe to an email newsletter.

Purposes for which we will use your personal data

We have set out below, in a table format, a description of all the ways we plan to use the various categories of your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate:

Purpose/ Use	Type of data	Legal basis
To register you as a participant into the league events (the League)	(a) Identity (b) Contact	Performance of a contract with you
To process and deliver your League ticket purchase including: (a) Manage payments, fees and charges (b) Collect and recover money owed to us	(a) Identity (b) Contact (c) Financial (d) Transaction (e) Marketing and Communications	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to recover monies due to us)
To manage our relationship with you which will include: (a) Notifying you about changes to our terms or privacy policy	(a) Identity (b) Contact (c) Profile (d) Marketing and Communications	(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and

(b) Dealing with your requests, complaints and queries		manage our relationship with you
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Identity (b) Contact (c) Technical	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise) (b) Necessary to comply with a legal obligation
To deliver relevant website content and online advertisements to you and measure or understand the effectiveness of the advertising we serve to you	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing Communications and (f) Technical	Necessary for our legitimate interests (to study how customers use our products/services, to develop them, to grow our business and to inform our marketing strategy)
To use data analytics to improve our website, products/services, customer relationships and experiences and to measure the effectiveness of our communications and marketing	(a) Technical (b) Usage	Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy)
To send you relevant marketing communications and make personalised suggestions and recommendations to you about goods or services that may be of interest to you based on your Profile Data	(a) Identity (b) Contact (c) Technical (d) Usage (e) Profile (f) Marketing and Communications	Necessary for our legitimate interests (to carry out direct marketing, develop our products/services and grow our business)
To carry out market research through your voluntary participation in surveys		Necessary for our legitimate interests (to study how customers use our products/services and to help us improve and develop our products and services).

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Marketing

Direct marketing

During the registration process on our website when your personal data is collected and, subsequently, on your athlete [profile](#), you will be asked to indicate your preferences for receiving direct marketing communications from us via Email.

We may also analyse your Identity, Contact, Technical, Usage and Profile Data to form a view which products, services and offers may be of interest to you so that we can then send you relevant marketing communications.

Third-party marketing

We will get your express consent before we share your personal data with any third party for their own direct marketing purposes.

Opting out of marketing

You can ask us to stop sending you marketing communications at any time by updating your preference on your athlete profile [page](#).

If you opt out of receiving marketing communications, you will still receive service-related communications that are essential for administrative or customer service purposes.

Who we share data with

We share personal data with service providers who help us run the platform, only as needed and under contract: cloud hosting (Amazon Web Services, UK/EU region), payments (Stripe), email delivery (Postmark / Amazon SES), and authentication (Amazon Cognito).

We will also share the following personal information, your name, category, competition participation, results, rankings, and leaderboard position on public leaderboards and public profile athlete pages such as <https://app.thehybridfitnessleague.com/leaderboards> and each athlete has a public profile page which is accessible from their dashboard found at <https://app.thehybridfitnessleague.com/dashboard> - An example public athlete profile can be found at <https://app.thehybridfitnessleague.com/athlete/keith-mitchell/>.

We also share relevant data with host gyms, event staff, judges and volunteers where reasonably necessary to run competitions and keep participants safe, and with referring gyms for referral-attribution reporting (limited to what is necessary, not athlete contact details).

Some providers may process data outside the UK or European Economic Area (“EEA”). Where they do, we rely on appropriate safeguards such as UK adequacy regulations or standard contractual clauses. We may transfer some of your personal information to third parties who are located in countries outside of the “EEA”). These countries may not have equivalent data protection legislation to the UK. In each case, we will not transfer your data outside of the EEA unless we have your explicit consent to do so (or have another legal justification for doing so) and where we have ensured that all adequate protections are in place in respect of the processing of such data outside of the EEA. If you require more information about these international transfer of data, please [contact us](#). Where relevant, you are entitled to see a copy of any safeguards which we have put in place.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

We do not sell your personal data.

International transfers

We may transfer your personal data to service providers that carry out certain functions on our behalf. This may involve transferring personal data outside the UK to countries which have laws that do not provide the same level of data protection as the UK law.

Whenever we transfer your personal data out of the UK to service providers, we ensure a similar degree of protection is afforded to it by ensuring that the following safeguards are in place :

- We may use specific standard contractual terms approved for use in the UK which give the transferred personal data the same protection as it has in the UK, namely the International Data Transfer Agreement or The International Data Transfer Addendum to the European Commission's standard contractual clauses for international data transfers. To obtain a copy of these contractual safeguards, please [contact us](#).

Data security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

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

Data retention

How long will you use my personal data for?

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

By law we have to keep basic information about our customers (including Contact, Identity, Financial and Transaction Data) for six years after they cease being customers for tax purposes.

In some circumstances you can ask us to delete your data: see below for further information.

Your legal rights

You have a number of rights under data protection laws in relation to your personal data.

You have the right to:

- Request access to your personal data (commonly known as a "**subject access request**"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.
- Request erasure of your personal data in certain circumstances. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.
- Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) as the legal basis for that particular use of your data (including carrying out profiling based on our legitimate interests). In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your right to object.
- You also have the absolute right to object any time to the processing of your personal data for direct marketing purposes.
- Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

- Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.
- Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in one of the following scenarios:
 - If you want us to establish the data's accuracy;
 - Where our use of the data is unlawful but you do not want us to erase it;
 - Where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims; or
 - You have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

You can manage your data in your athlete profile, request account deletion in the app.

If you wish to exercise any of the rights set out above please contact us at privacy@thehybridfitnessleague.com.

No fee usually required

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

Time limit to respond

We try to respond to all legitimate requests within one month. Occasionally it could take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

Contact details

If you have any questions about this privacy policy or about the use of your personal data or you want to exercise your privacy rights, please contact us at privacy@thehybridfitnessleague.com.

Children

The service is for adults — you must be 18 or over to create an account or take part. We do not knowingly collect personal data from children.

Complaints

You have the right to make a complaint to the Information Commissioner's Office (**ICO**), the UK regulator for data protection issues (www.ico.org.uk). However, before doing so please make sure you have first made your complaint to us or asked us for clarification if there is something you do not understand by contacting us at privacy@thehybridfitnessleague.com.

Cookies and local storage

We use essential cookies and browser local storage for login, session continuity, security and core functionality. We do not currently use non-essential advertising cookies. If we introduce non-essential analytics or marketing technologies, we will provide notice and seek consent where required.

Security

We use reasonable technical and organisational measures to protect personal data, but no system can be guaranteed completely secure.

Changes to this policy

We may update this policy from time to time. The "last updated" date above shows the current version, and we will give additional notice of material changes where appropriate.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us, for example a new address or email address.

We may change this Privacy Policy from time to time and will publish the updated version on our Website. We may also email you to notify you of any substantial changes to this Privacy Policy. You should periodically review this Privacy Policy carefully.