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## Privacy Policy

At KH Swim - The Mer Academy, we are committed to protecting the privacy and confidentiality of our customers' personal information. This privacy policy outlines how we collect, use, and safeguard the data provided to us through our website and services.

### Information We Collect:

- Personal Information: When enrolling in our swim lessons or contacting us, we may collect personal information such as names, email addresses, phone numbers, and child's details.
- Payment Information: Payment details provided for swim lesson bookings are securely processed through our payment gateway.
- Website Usage: We may collect non-personal information, such as IP addresses, browser types, and pages visited, to improve our website and services.

### How We Use Your Information:

- Personalization: We use the information provided to personalize your experience and communicate important updates regarding swim lessons.
- Customer Support: Your contact details may be used to respond to inquiries, resolve issues, or provide assistance.
- Marketing Communications: With your consent, we may send promotional emails or newsletters about our swim school and upcoming events.

### Data Security and Sharing:

- Protection: We implement security measures to safeguard your personal information and prevent unauthorized access or disclosure.
  - Third-Party Disclosure: We do not sell, trade, or transfer your personal information to outside parties without your consent, except for trusted service providers involved in delivering our services.
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### **Your Rights and Choices:**

- Access and Updates: You may request access to your personal information or update your details by contacting us.
- Opt-Out: You can choose to opt out of marketing communications at any time by unsubscribing from our emails or contacting us directly.

### **Changes to Privacy Policy:**

- Updates: We reserve the right to modify or update this privacy policy as necessary. Any changes will be communicated on our website or through direct contact with affected individuals.

By using our website or enrolling in our swim lessons, you consent to the collection and use of your information as outlined in this privacy policy.

If you have any questions or concerns about our privacy practices, please contact us at [info@khswim.co.uk](mailto:info@khswim.co.uk)