

Privacy Policy

Effective Date: October 2025

At **Elite Sports & Performance** (www.elitesportsperformance.co.za), we value your privacy and are committed to protecting your personal data. This Privacy Policy explains how we collect, use, store, and protect your information when you engage with our website, training services, and digital communication platforms such as WhatsApp, email, and online booking systems.

1. Information We Collect

We may collect personal information that you voluntarily provide to us, including your name, email address, phone number, health and fitness details, and payment information. Additionally, we automatically collect certain technical data such as your browser type, device ID, IP address, and site usage through cookies and analytics tools.

2. How We Use Your Information

We use your information to provide and improve our services, including: Managing bookings, training sessions, and consultations
Sending important updates or performance reports
Communicating via WhatsApp or other approved messaging channels
Processing payments and invoices securely
Improving our website experience and service offerings

3. WhatsApp and Digital Communications

When you communicate with us through WhatsApp or other social platforms, your information is processed in compliance with Meta's data policies. By initiating contact, you consent to receiving updates, reminders, and performance-related messages through these channels. We will never share or sell your contact information with third parties.

4. Data Protection and Security

We implement appropriate technical and organisational measures to protect your data against unauthorised access, alteration, or loss. All digital communication and transactions are conducted using secure, encrypted systems.

5. Sharing of Information

We do not sell or rent your data. Information may only be shared with trusted third-party service providers who help us operate our systems (such as payment processors or analytics providers), and only under strict confidentiality agreements.

6. Your Rights

You have the right to access, correct, or delete your personal data at any time. You may also withdraw your consent for communication by contacting us directly at info@elitesportsperformance.co.za.

7. Updates to This Policy

We may update this Privacy Policy periodically to reflect new legal requirements or service updates. All changes will be posted on our website with the updated effective date.

8. Contact Us

For questions regarding this Privacy Policy or your personal information, please contact us at: **Elite Sports & Performance**

Email: info@elitesportsperformance.co.za

Website: www.elitesportsperformance.co.za

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