

1. About this Privacy Policy

Please take a moment to read the privacy policy set out below. References to "we", "us", 'the foundation' and "our" in this policy are references to Sale Sharks Foundation. We may however appoint third parties to store and process your information on our behalf.

Protecting your privacy is very important to us. This Privacy Policy explains our data processing practices and your options regarding the ways in which your personal data is used. If you have any requests concerning your personal information or any queries regarding how we process your information, please contact us using the details below.

We reserve the right to change the terms of this policy from time to time and your continued use of the Website will be deemed to be acceptance of any amendments we make. This Privacy Policy was last updated on 30/10/2025.

2. How to contact us about your personal data?

If you have any questions about this privacy policy or about your personal data, please email Foundation@salesharks.com or write to us at the following address:

Data Protection Officer,
Sale Sharks Foundation,
Sale Sharks High Performance Centre,
Carrington Lane,
Carrington,
Manchester.
M31 4AB

3. What information do we collect about you?

At various times during a website visit you may be asked to provide us with personal details. For example, we may ask for your name, contact details or preferences of what activities you are looking for support towards. This may be in connection with activities such as purchasing camps or residential places, subscribing to a mailing list, entering a competition, donating, signing up to a fundraising challenge, participating in surveys or submitting details to a foundation partner. In each instance there will be a very clear statement detailing exactly what your data will be used for and who will have access to it.

When we provide you with products or services we may collect and store any personal information that you provide to us. A record of your name, address, delivery address, email address, telephone number and payment details may be stored. We may also record the details of any health or dietary requirements at the time of booking to ensure your comfort and safety.

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When you visit or interact with our webpage and digital platforms we will automatically collect information about you by using cookies or extensions which track website behaviour. This information is collated to enhance the user experience and improve theirs and our services. This is ran by Manchester Sale Rugby Club Limited. A copy of their privacy policy, and how cookies and information collected gets used, can be located at [Privacy Policy | Sale Sharks](#). We also use Beacon to process our bookings and payments, a copy of their privacy policy, and how cookies and information collected gets used, can be located at <https://www.beaconcrm.org/legal/privacy>.

We may collect and record data on programmes or sales platforms, such as name, postcode, age, health conditions in order for us to support monitoring and evaluation to our third-party funders. In addition, you agree that Sale Sharks Foundation will share your aggregated and anonymised data with funding partners of that programme for the purpose of delivering against funder objectives and understand how we can future support more of our communities.

4. How we use your personal information?

When you submit personal information to us via programme registrations, mailers, surveys or donations to receive marketing communications from us and our sponsors or partners, we may collect and store your personal information to personalise and improve your experience on our digital platforms, provide products and services that you request from us and carry out profiling, analysis and market research.

If you have subscribed to receive Sale Sharks Foundation marketing communications, then you will receive updates and offers from the Foundation and selected partners. We may use your information to send personalised offers based on your age, gender, preferences or purchasing habits. Your information will not be passed on to ANY third parties unless (a) the Foundation is legally obliged to do so or (b) you have given informed consent via an explicit opt-in. You will not be auto-enrolled into any data lists.

Below is an overview of how we may use your information:

- To provide products or administer services you have purchased or expressed an interest in.
- To administer forms, competitions or surveys that you enter.
- To communicate with you regarding your purchases or events you are attending. This may be itineraries, programme changes, safety updates or anything which could have an impact on the product or service you purchased.
- To verify your identity in relation to an age specific purchases such as mini or junior match day activities.
- For market research and profiling purposes.
- To track your activity on our digital platforms.

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- To ensure we adhere to your selected preferences.
- To tailor any marketing communications so that you only receive relevant information.

5. Protecting your information

We are firmly committed to data security. The personal information you provide to us is encrypted before it is sent to us. Once we receive the information it is stored on our secure database. Any exported data is stored on encrypted servers and individual data lists are all password protected. Access to your information is restricted to authorised employees only. Exporting personal information must be authorised by the data controller under strict guidelines. Data stored on physical copies is secured in locked filing cabinets and is disposed of when there is no longer a legitimate reason to store the information.

6. When does this Privacy Policy not apply?

This Privacy Policy only applies to the collection of personal information by us and those whom we authorise. It does not cover third party sites to which we provide links, nor does it cover advertisers and content partners within our service who may also collect your personal information. If you link to third party websites from this Website, you should read their privacy policies and terms of use carefully.

If you place personal details on any publicly accessible page (for example on a message board) then this data will not be covered by our Privacy Policy.

7. Marketing Communications from our sponsors and partners

Sale Sharks Foundation may send communications from selected partners and sponsors based on your preferences. By choosing to unsubscribe you will miss out on offers, ticket discounts, giveaways and other valuable information related to the Foundation. For further information about the partners we work with, please contact us via the methods outlined in section 2. You may also receive central marketing communication from Sale Sharks Club, Premiership Rugby and their partners. Central marketing communication will always be relevant to Foundation participants and fans. Partners may share information with us if you enter a competition or purchase a product from them.

8. Disclosure of Information

To carry out our duties related to the products we sell or fulfil contractual arrangements that we may have with you, we may need to appoint other organisations to carry out data processing on our behalf. An example of this would be the sales and mailing company for purchased Christmas charity baubles.

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We may share your data with advertising platforms, social media companies and search engines to personalise the adverts that you see.

We will only share data with our selected sponsors and partners if you have provided clear consent to do so.

9. Your Choices

You have the right to stop us contacting you for marketing purposes or change your preferences so you no longer receive third party messages. If you no longer wish to receive marketing communications from Sale Sharks Foundation, then select unsubscribe at the footer of any emails you receive or email back the person sending the email if it's sent directly. Alternatively, you can email Foundation@salesharks.com or use the details above in section 2 and ask to be removed from any communication lists.

You are also entitled to request a copy of the information that we hold about you and you will not have to pay for this service. We will comply with any request within 30 days of the request being submitted.

Using the details above in section 2, you can request that Sale Sharks Foundation removes all your identifiable information from its databases. In certain circumstances the club retains the right to deny the request. If you request deletion but there is an outstanding balance on your account, then Sale Sharks retains the right to keep the information until any debt is settled.

10. Photography & Filming at Sale Sharks Foundation events

Sale Sharks Foundation will at times take photographs and/or record video content at events and programme delivery. We will always ask for your consent, or that of a parent/legal guardian in relation to a child, (which you can withdraw at any time) before using a photograph that identifies you in our promotional or marketing materials.

We reserve the right to publish these images on various formats including but not limited to the Sale Sharks website, Sale Sharks Foundation social media channels, impact reports and match-day programmes.

If you do not wish to be featured in any of the Foundation's content, or would like to withdraw your consent/opt out at any time, please contact our Designated Safeguarding Lead (DSL) for the Foundation, Jack Leech, via email at jack.leech@salesharks.com.

11. Where to make a complaint

If you have a complaint regarding your personal data or this privacy policy, using the details above in section 2.

You may also contact the Information Commissioner's Office (ICO) if you have any concerns about the way we are handling your personal data. However, where possible, please speak to us in the first instance, as we would appreciate the opportunity to help with your concern.

If you are still not satisfied, you may write to the Information Commissioner's Office at the following address:

Information Commissioner's Office
Wycliffe house
Water Lane
Wilmslow
Cheshire
SK9 5AF

Website: <https://ico.org.uk>