STUDIO FOOTBALL LIMITED
PRIVACY NOTICE
Version 3.3 — 18 November 2026
Company number: 17443093
Registered office: 5 Rochford Lofts, Pollards Close, Rochford, Essex, SS4 1GB, United Kingdom
Website: www.studiofootball.co.uk | Email: play@studiofootball.co.uk
YOUR PRIVACY AT A GLANCE
We use the information needed to answer enquiries, arrange safe football experiences, film and deliver your purchased videos, and meet our legal obligations. Filming is part of every Studio Football experience, and footage is delivered privately to the booking customer. We do not use identifiable footage in our own marketing without a separate, optional permission, and we remove delivered footage from our active storage 30 days after delivery. Please read the full notice below, particularly if booking for a child.
1. WHO IS RESPONSIBLE FOR YOUR INFORMATION?
Studio Football Limited is the data controller for personal information it collects and decides how to use. Contact us at play@studiofootball.co.uk, by phone or WhatsApp on 07541 192026, or by writing to the registered office above. This notice covers customers, participants, parents and guardians, and people contacting us about our services. Michael Woollard, director, is responsible for data protection at Studio Football; we are not required to appoint a data protection officer. This notice sits alongside the participation and filming form completed for each participant.
2. INFORMATION WE MAY COLLECT
We may collect: booking contact details and correspondence; package, session, payment and transaction records (we do not store full payment-card details); participants' names, dates of birth, and parent or guardian and emergency contact details where needed; signed waivers and permissions; limited health, injury, allergy or accessibility information that you choose to give us using our separate optional medical form or in person; photos, audio and video recorded during sessions, including footage captured by automated tracking cameras; delivered videos and related access information; complaints and rights requests; reviews you submit; questions you type into the chat assistant on our website; and website technical information where collected. We may receive information directly from you, from a parent/guardian or organiser, from a venue or team where appropriately provided, and from our service providers. Please avoid sending health details that are not necessary for participation.
3. WHY WE USE INFORMATION AND OUR LAWFUL BASES
We rely on the following legal bases under the UK GDPR.
Contract (Article 6(1)(b)): answering your enquiry, agreeing and administering your booking, taking payment, filming your session and delivering your videos, where you are the booking customer.
Legitimate interests (Article 6(1)(f)): filming and delivering footage that includes participants who are not the booking customer, including children and, at external venues, other players and spectators; planning safe sessions and supervision arrangements; keeping records of incidents and complaints; answering questions through the chat assistant on our website and publishing reviews you choose to submit; and protecting our business, including dealing with legal claims. Our legitimate interests are running the filmed football business that our customers have booked and keeping participants safe. We have assessed the effect on the people concerned, particularly children: we film only the booked activity, deliver footage privately to the booking customer, do not publish footage without a separate permission, and delete delivered footage after 30 days. You can object at any time (see section 11).
Legal obligation (Article 6(1)(c)): keeping accounting and tax records, and meeting our health and safety and safeguarding duties.
Consent (Article 6(1)(a)): using identifiable footage or photographs in our own marketing; sending marketing messages; and the health information you choose to give us (see section 4). You can withdraw consent at any time.
Vital interests (Article 6(1)(d)): sharing information with the emergency services or medical staff in an emergency.
We do not make decisions about you by automated means alone. The automated tracking equipment we use (an XbotGo Falcon camera and a DJI gimbal with an AI tracking module) follows the ball and the play on the device itself so that a session can be filmed without a camera operator, and footage is not uploaded to the manufacturers' cloud services.

4. HEALTH AND OTHER SENSITIVE INFORMATION
Health, injury and allergy information is special category data. You do not hav e to give it to us. If you choose to tell us about a medical condition, injury or allergy, using our separate optional medical form or in person, we use it on ly to keep the participant safe, to make reasonable adjustments and to respond to an emergency. We rely on your consent (Article 6(1)(a)) and your explicit co nsent (Article 9(2)(a)), which the medical form asks for separately from any ot her permission. You can withdraw your consent at any time by emailing play@stud iofootball.co.uk or calling 07541 192026; if you do, we may not be able to make particular safety arrangements. The fitness confirmation, emergency contact an d supervision details in the participation form are not medical information; we use them on the basis of our legitimate interests in running sessions safely.
In an emergency we may share relevant information with paramedics or medical st aff to protect someone's life (Articles 6(1)(d) and 9(2)(c)). Where an accident or a safeguarding concern has to be recorded, we keep the necessary details in a restricted record so that we can meet our legal duties, protect children and deal with any claim (Articles 9(2)(f) and 9(2)(g) and Schedule 1 to the Data P rotection Act 2018, as set out in our appropriate policy document).
Medical form responses are kept separately from booking and participation recor ds in our Google Workspace account, and only Michael Woollard can see them; rel evant details may be passed to anyone giving first aid at the session. They are not given to editors or used for marketing. A medical response is deleted auto matically 30 days after the session. If a response cannot be matched to a sessi on, we review and delete it manually, and where an accident, incident or safegu arding matter has to be recorded, we keep the necessary details in that restric ted record instead.
5. CHILDREN AND PARENT/GUARDIAN INFORMATION
We recognise that children's information needs particular care. We will provide age-appropriate explanations where practical, check appropriate permissions an d avoid unnecessary collection or public sharing. Where a participant is under 18, a parent or another person with parental responsibility completes the parti cipation form; we do not ask children to complete forms themselves. A parent or organiser making a booking must give us accurate participant information and p ass on this notice to the other participants or their parents. Marketing permis sion is optional and separate from participation and delivery. We do not livest ream children's matches, and we do not use children's information for marketing without their parent's or guardian's permission.
6. FILMING, DELIVERY AND MARKETING CHOICES
Filming is integral to the booked video experience and will be explained before participation. We use footage to produce the agreed deliverables and share fil es through Google Drive with the booking customer or other named recipients you give us, not by public 'anyone with the link' access. The recipient should han dle any onward sharing responsibly, especially where other children appear. We will not post identifiable footage or photographs on Studio Football's website, social accounts or advertisements without the separate, optional marketing per mission in the participation form. Refusing marketing permission will not preve nt you buying the experience. If permission is withdrawn, we will stop future u ses under that permission and take reasonable steps concerning material we cont rol; we cannot guarantee removal of copies already shared by others.
We edit footage on our own computer using DaVinci Resolve Studio; footage is no t uploaded to Blackmagic Design's cloud service. Music in edited films is gener ated with Adobe Firefly from written prompts; footage is not uploaded to Adobe. We also use AI-assisted tools to help with editing tasks. In our local Resolve and Gemini project-text workflow, footage is not uploaded to Gemini; text abou t an editing project, such as file names, timeline markers and editing notes, i s sent to Google's Gemini service to carry out those tasks. Our configured edit ing assistant sends project text to the Gemini Developer API. Google's API term s apply paid-service data-use protections to users in the UK, including no use of prompts and responses to improve its products, subject to limited safety and legal logging. This does not mean that local assistant histories are automatic ally deleted. We also use OpenAI's ChatGPT to assist with administration and do cuments, including information retrieved through authorised Gmail and Google Dr ive connections. Relevant content is processed by OpenAI when those tools are u sed. We limit access and instructions to the task; human review is required for booking and safeguarding decisions. We do not claim that all AI processing sta ys on our computer.
We also use cloud video-production services such as Runway for selected promoti onal work. Selected footage, still images, audio and prompts are transmitted to the provider when uploaded; this processing does not stay entirely on our comp

uter. Identifiable customer material must only be used where the necessary permissions, lawful basis and applicable service terms have been established. Provider training, retention and transfer terms vary by service and account; we do not make a blanket promise that cloud video tools never train on uploads or keep no copies.
Metricool helps schedule our social-media posts and processes the content and connected account information needed for that service. Identifiable promotional content remains subject to the separate marketing permission and agreed use.
7. WHO MAY RECEIVE INFORMATION?
Access is limited to people who need it to run the service. We share information with:
Google (Google Workspace, including Gmail, Google Forms, Google Drive and Apps Script), which hosts our email, forms, booking records, reviews and video delivery, and Google's Gemini service, which processes text about editing projects as described in section 6;
Cloudflare, which hosts our website and runs the chat assistant on our website, processing the questions you type and recent messages in the conversation so that it can reply;
WhatsApp Business (Meta Platforms), which carries enquiries and booking messages where you contact us that way;
OpenAI, which provides ChatGPT assistance and processes information retrieved through authorised connected services as described in section 6;
Runway, for selected cloud video-production inputs and outputs, and Metricool, for social-media scheduling, where those services are used as described in section 6;
Square, which processes payments; we do not see or store full card details;
our accountant, insurers and professional advisers, where necessary;
any camera operator, editor or assistant we engage, who works under a written agreement and follows our safeguarding and filming rules; we do not share customer footage with anyone until that agreement is in place;
external venues or event organisers, limited to what is needed to run the session; and
the emergency services, children's social care, the police and other authorities where the law requires it or a serious safety or safeguarding concern arises.
We do not sell personal information.
8. INTERNATIONAL TRANSFERS
Google, Meta, Cloudflare, OpenAI, Square, Runway and Metricool may process information outside the UK, including in the United States. International processing is subject to the safeguards applicable to the service and destination, including UK adequacy regulations where applicable or approved contractual safeguards. The mechanism is not necessarily the same for every provider or every service. Contact us for information about the safeguards relevant to your information. Local recording and editing do not themselves upload footage to the tracking-equipment providers or Blackmagic Design. Separate cloud production and sharing, where used, are described above.
9. HOW LONG WE KEEP INFORMATION
We keep information only for as long as we need it:
delivered videos and raw footage: 30 calendar days after delivery, when we remove customer access and delete them from active storage; residual copies in Google Workspace's backup systems are deleted in line with Google's deletion cycles;
working copies of footage on camera cards, our computer and the external drive used for editing: cleared once editing is finished, unless they are needed as evidence of an accident or incident;
enquiries that do not lead to a booking: 12 months after our last contact;
booking records and correspondence: six years after the session;
participation forms and supervision records: six years after the session for adult participants; for participants under 18, until the participant's 21st birthday or six years after the session, whichever is later;
health information given for a session: 30 days after the session, unless it has to be kept as part of an incident record;
accident and incident records: six years after the incident or, where the person was under 18, until their 22nd birthday if that is later;
safeguarding records: until the child concerned reaches 25, and records of an allegation against an adult working with children for longer, in line with NSPCC Child Protection in Sport Unit guidance;
photographs and footage used in our marketing: reviewed every year, and removed from the website and social media channels we control within 30 days if permission is withdrawn;

records of marketing permissions (who gave them, when, what they covered and any withdrawal): for two years after the content was last used or the permission was withdrawn, so that we can show the permission was given;
complaint records: six years after the complaint is closed;
questions typed into the chat assistant on our website: we do not keep them in any conversation database; Cloudflare processes them to provide replies. Our Worker does not save a conversation database; its content logs and traces are off, and no AI Gateway is configured. The browser keeps up to six recent messages in page memory until you clear the chat or reload the page. Closing the panel alone does not clear them. IP addresses are used for rate limiting. Cloudflare's separate operational and security processing is subject to its service terms; we do not promise zero provider retention;
AI-assisted editing and administration histories: these are separate from Google Drive footage and are not deleted by the Drive automation. Local Cline histories require a separate deletion action. We minimise personal details in these tasks, keep incident evidence under restricted holds and apply the relevant record retention period. Provider-side retention is separate; contact us about deletion of information held in these systems;
accounting and tax records: six years from the end of the financial year to which they relate.
Where a record is needed for an ongoing claim, investigation or safeguarding matter, we keep it until that matter has finished.

10. KEEPING INFORMATION SAFE

We aim to limit access, use account security and appropriate sharing permissions, and provide files only to authorised recipients. No internet service is entirely risk-free. If a personal-data incident occurs, we will assess it and notify affected people and the ICO where legally required. Our email and storage run on a paid Google Workspace account with two-step verification turned on. Videos are delivered only to named recipients, and medical form responses and incident and safeguarding records are kept separately with restricted access. Google Workspace recovery remains enabled. Deletion from active storage is separate from provider recovery and version history; restored records must have their original deletion dates and preservation holds reapplied. A Vault subscription was not listed in the account check; this is not a promise of immediate deletion from every residual backup.

11. YOUR DATA-PROTECTION RIGHTS

YOUR RIGHT — WHAT IT MEANS

Access – Ask for a copy of your personal information.
Correction – Ask us to correct inaccurate or incomplete information.
Erasure – Ask us to delete information where the law permits.
Restriction – Ask us to limit certain uses in applicable circumstances.
Portability – Request eligible information in a portable format where this right applies.
Objection – Object to processing based on legitimate interests in applicable circumstances. You have an absolute right to object to direct marketing.
Withdraw consent – Withdraw consent at any time where we rely on it; this does not undo earlier lawful processing.

To exercise a right, email play@studiofootball.co.uk. We may need to verify your identity and will respond within applicable statutory timescales, explaining any lawful exception or extension. A parent or guardian can normally exercise these rights on behalf of a child; an older child who understands their rights can exercise them personally.
Studio Football Limited is registered with the Information Commissioner's Office (ICO), registration reference ZC275378. You can complain to the ICO at ico.org.uk/make-a-complaint or on 0303 123 1113. You do not need to complain to us first, although we would welcome the chance to resolve your concern.

12. WEBSITE, COOKIES AND MARKETING MESSAGES

Our website is hosted by Cloudflare. Cloudflare Web Analytics is disabled and its analytics scripts have been removed from this website version. Billy sends questions and recent conversation messages to Cloudflare Workers AI only when needed to answer; some questions are answered locally from website facts. Do not type children's names, health information, payment details or secrets into Billy. Reviews and waiver look-ups use Google Apps Script after you request the feature or submit its form. Google Forms embedded in the waiver page are loaded only after a separate choice to allow the Google form; you can instead open it on Google's website. Optional embeds may use Google cookies and similar technologies. YouTube videos load only after you choose to play them, using YouTube's privacy-enhanced embed. Loading the player connects to YouTube; its privacy and cookie notices apply. We do not set advertising cookies. Our Cookie Policy at st

udiofootball.co.uk/cookie-policy.html explains these features and how to close an embed or reset your page choices.

We send marketing emails or messages only if you have opted in to receive them. That choice is separate from any permission to use footage in our marketing, and an enquiry or booking is not itself permission to receive marketing. Every message includes a simple way to opt out.

13. CHANGES AND CONTACT

We may update this notice if our services, providers or legal obligations change. We will publish the current version and explain significant changes where appropriate. For privacy questions or rights requests, email play@studiofootball.co.uk or write to the registered office above. This notice was last updated on 18 November 2026.All policies and formsDownload PDF