

Effective Date: 26/09/2024

At Apex Sports Academy, we are committed to protecting the privacy and personal information of our members, customers, and website visitors. This Privacy & Policy outlines how we collect, use, disclose, and safeguard your information.

1. Information We Collect

We may collect the following types of information:

- **Personal Information:** Name, address, phone number, email address, date of birth, emergency contact information, and other identifiable details when you register for our services.
- **Health Information:** Relevant medical information needed for participation in sports programs or events.
- **Payment Information:** Credit card details or banking information used for service payments.
- **Usage Information:** Data collected from our website (such as cookies) to enhance user experience and track online activities.

2. How We Use Your Information

The information we collect is used to:

- Manage member registrations and provide access to our sports programs and services.
- Communicate with members regarding programs, events, or changes.
- Process payments for services and products.
- Ensure participant safety by maintaining accurate health and emergency contact information.
- Improve website performance, user experience, and marketing strategies.

3. Disclosure of Information

We will not sell, trade, or share your personal information with third parties, except in the following circumstances:

- With trusted service providers who assist us in conducting our business (e.g., payment processors, IT support).
- As required by law or to comply with a legal process.
- In emergency situations to protect the safety of participants.

4. Data Security

We take reasonable precautions to protect your personal data from unauthorized access, misuse, loss, or disclosure. This includes encryption of sensitive payment information and restricted access to personal information within the organization.

5. Retention of Information

Personal information is retained only as long as necessary for the purposes outlined in this policy, or as required by law. Once it is no longer needed, it will be securely deleted or anonymized.

6. Your Rights

You have the right to:

- Access and request copies of your personal information.
- Update or correct inaccuracies in your information.
- Request the deletion of your personal data, subject to legal obligations. To exercise these rights, please contact us at admin@apexsports.ae.

7. Cookies and Tracking Technologies

Our website may use cookies and similar tracking technologies to improve your experience. You can modify your browser settings to refuse cookies, though this may affect your ability to use certain features of the website.

8. Policy Updates

Apex Sports Academy reserves the right to update this Privacy & Policy at any time. Changes will be effective upon posting to our website. We encourage you to review the policy regularly to stay informed of any updates.

9. Contact Us

If you have any questions or concerns about our Privacy & Policy, please contact us at:

Membership Terms and Conditions

- By signing this membership application, I agree to the following:

Responsibility for Charges

- I am fully responsible for all charges made to my account, including membership fees, competition fees, and all other necessary charges.

Billing Policies

- I agree with all billing policies as they are laid out by Apex Sports Academy.

Behaviour Guidelines

- I agree to adhere to the behaviour guidelines of Apex Sports Academy.

Termination of Membership

- I understand that Apex Sports Academy reserves the right to terminate my membership if there are unpaid arrears for 7 or more days.
- I agree to notify the Membership Officer of my decision to cancel membership as soon as possible.
- I will be responsible for all ongoing fees until I serve notice of cancellation.

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Liability

- Apex Sports Academy and all of its employees are not liable for any claims, demands, injuries, damages, theft, or loss at any of its sites, during travel to/from training or competitions, and any extra activities provided by the Academy for myself or my child.
- I voluntarily assume all risks associated with myself, my child, and any other person attending on my behalf. The company and its employees will not be held liable.
- Participants are required to attend at their scheduled class times to maintain appropriate coach to athlete ratios. These are factored into every Apex Sports Academy lesson and are in place to optimize individual and collective development.

Personal Information Protection

- Information provided in this registration form will be used for purposes deemed reasonable by the company and its partners. These include national, regional, and event registration, insurance coverage, training participation, and competition result publication.
- The information will also be used for registration with the respective sports association.
- This information will help us ensure the following:
 - Ensuring athletes train and compete in an age-appropriate environment.
 - Establishing athlete eligibility for selection to squad teams.
 - Establishing pertinent medical records and baseline performance data to assist coaching decisions in a national team competitive or training setting.
 - Reporting and publishing athletes' names, gender, age, and club affiliation on swimming/tennis/sports web pages or in results, news releases, and ranking reports.
 - Making direct contact with registrants, volunteers, and staff as necessary for the operations of the Club.

Photographic and Email Release

- I understand that photographs and/or videos may be taken from time to time at Apex Sports Academy activities.
- I agree that Apex Sports Academy and the City of Dubai may use such photographs and videos to promote swimming, tennis, and the Academy.
- I give express consent to Apex Sports Academy to use the email address(es) provided on this form for all communication.

Class Cancellation and Combining

- Apex reserves the right to combine and/or cancel classes in the event of insufficient enrolment.

Personal Conflicts

- Please check your schedule before committing to classes as refunds/makeup classes will not be offered for personal conflicts.

Medical Exemptions

- Medical exemptions will be considered with a medical certificate and should be communicated to admin and the site lead before the sessions or within 24 hours from the date of booked sessions so that makeup classes can be offered.

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Catchup Classes

- All catchups must be completed within the booked package period (1 month, 3 months, or 6 months packages).
- No makeup lessons will be honored once the package has expired.
- No lessons can be carried forward into the new season.
- No catchup lessons will be given for bookings of 5+ sessions.
- No catchups will be provided for the sessions missed during the public holidays.
- No catchups will be provided for the sessions missed due to the adverse weather conditions in the country unless it's cancelled by Apex.
- No catchups will be provided if the client failed to inform and provide the necessary medical reports within 24 hours of missing the session.
- If the primary coach is on vacation or he/she has no longer working with the company, sessions will be proceeded with a replacement coach. Please note that if a client chooses not to attend these sessions with the replacement coach, no catch-up or make-up classes will be offered.

Cancellation of Sessions & Refund Policy

- Any cancellation requests within 5 days from the date of payment will be honored with a refund after deducting the registration and admin charges.
- Any cancellation requests after 5 days from the date of payment will not be entitled to a refund.
- All refund requests are considered on a case-by-case basis and will be either offered as Apex Credit or a refund after deducting the registration and admin charges, depending upon the circumstances.
- Apex Credit will last 6 months from the issue date and is redeemable later for the same activity.
- These policies apply to all Apex Sports Academy feebased programs (Except competitions).
- Admin is the first point of contact for all refund/makeup lesson enquiries.