

# MME Performance

## Privacy Policy

*Last updated: May 2026*

### 1. Introduction

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Welcome to **MME Performance**. We are committed to protecting your personal data and respecting your privacy. This Privacy Policy explains what personal data we collect, why we collect it, how it is stored and used, and what your rights are under the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

Please read this policy carefully before using our website or engaging our services. By using our website or entering into a consultancy arrangement with us, you acknowledge that you have read and understood this policy.

### 2. Who We Are

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**MME Performance** is a sport psychology consultancy providing individual sessions, group workshops, and team programmes for athletes, coaches, and sports organisations.

#### Data Controller:

MME Performance

alan.mckay@mmeperformance.com

If you have any questions about how we handle your data, please contact us using the details above.

### 3. What Personal Data We Collect

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Depending on the nature of your engagement with us, we may collect the following categories of personal data:

#### 3.1 Standard Personal Data

- Full name
- Email address
- Phone number
- Organisation or club affiliation (where applicable)

#### 3.2 Special Category Data (Health & Mental Wellbeing)

As a sport psychology practice, we may collect and process sensitive information about your psychological and mental wellbeing. This is classified as **special category data** under UK GDPR and is handled with the highest level of care and confidentiality. This may include:

- Information about your mental health, emotional wellbeing, and psychological state
- Performance-related psychological assessments and profiling

- Personal history relevant to your sport psychology support

### 3.3 Session and Assessment Records

- Notes taken during individual consultations or workshops
- Outcomes of assessments and evaluations
- Goals, progress records, and intervention plans

### 3.4 Payment and Billing Information

- Billing name and address
- Payment records (e.g. invoices and receipts)

**Note:** We do not directly store full card numbers or banking details. Any payment processing is handled securely through your chosen payment method, and you should refer to your payment provider's privacy policy for information on how payment data is handled at their end.

## 4. How We Collect Your Data

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We collect personal data in the following ways:

- **Directly from you** – via intake forms, email correspondence, telephone, or in-person during sessions and workshops
- **Through our website** – via contact forms or enquiry submissions
- **From third parties** – for example, a coach or sports organisation that has engaged our services on your behalf (in which case, you will be informed at the outset)

## 5. Why We Collect Your Data (Legal Basis for Processing)

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Under UK GDPR, we must have a lawful basis for processing your personal data. We rely on the following bases:

| Data Type                             | Legal Basis  |
|---------------------------------------|--|
| Contact details                       | Contractual necessity – to deliver the services you have engaged us for                                  |
| Health & mental wellbeing information | Explicit consent – we will ask you to provide clear, informed consent before collecting this data        |
| Session notes & assessments           | Contractual necessity and legitimate interests – to provide effective, ongoing sport psychology support  |
| Payment & billing details             | Contractual necessity and legal obligation – to process payments and maintain accurate financial records |

You have the right to withdraw consent at any time where consent is the basis for processing. This will not affect the lawfulness of any processing carried out before withdrawal.

## 6. How We Use Your Data

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We use your personal data for the following purposes:

- To deliver individual sport psychology consultations and group workshops
- To maintain accurate records of your sessions, assessments, and progress
- To communicate with you regarding appointments, follow-ups, and services
- To process payments and issue invoices
- To comply with our legal and professional obligations
- To improve the quality of our services (using anonymised data only)

We will **never** use your data for unsolicited marketing, and we will **never** sell your data to third parties.

## 7. How We Share Your Data

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Your data is treated as strictly confidential. We do not share your personal data with third parties except in the following limited circumstances:

- **With your explicit consent** – for example, if you agree for a summary to be shared with a coach or performance director
- **Legal or safeguarding obligations** – if we are required by law, or if we have a serious safeguarding concern, we may be required to share information with relevant authorities. Where possible and appropriate, we will inform you before doing so
- **Cloud service providers** – as outlined in Section 8, some data is stored using third-party cloud platforms. These providers act as data processors on our behalf and are contractually bound to handle your data securely and only as instructed by us
- **Professional supervision** – as part of maintaining ethical professional standards, anonymised case material may be discussed with a qualified supervisor. No identifying information will be shared

## 8. How We Store Your Data

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We store your data in the following ways:

- **Personal computer or device** – protected by password and, where possible, encrypted. The device is kept secure and is not shared with others
- **Cloud-based software** – we use Google Drive to which stores data in the cloud and is protected by secure login credentials and access controls. We ensure any cloud platforms we use are UK GDPR compliant and store data within the UK or EEA, or provide adequate safeguards where data is transferred internationally

We take reasonable and appropriate technical and organisational measures to protect your data against unauthorised access, loss, or disclosure.

## 9. How Long We Keep Your Data

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We retain your personal data only for as long as is necessary for the purposes it was collected, or as required by professional guidelines and legal obligations. Our standard retention periods are:

| Data Type                        | Retention Period   |
|----------------------------------|--|
| Session notes & clinical records | 7 years from the date of last contact (or until age 25 if the client is a minor) |
| Contact details                  | Duration of the working relationship, plus 2 years                               |
| Payment & billing records        | 6 years (in line with HMRC requirements)   |

After the applicable retention period, data will be securely deleted or anonymised.

## 10. Your Rights Under UK GDPR

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You have the following rights in relation to your personal data:

- **Right of access** – you can request a copy of the personal data we hold about you
- **Right to rectification** – you can ask us to correct any inaccurate or incomplete data
- **Right to erasure** – you can ask us to delete your data, subject to any overriding legal or professional obligations. You may wish to do this when withdrawing consent
- **Right to restriction of processing** – you can ask us to restrict how we use your data in certain circumstances
- **Right to data portability** – you can ask us to provide your data in a portable, machine-readable format
- **Right to object** – you can object to processing based on legitimate interests
- **Right to withdraw consent** – where processing is based on consent, you may withdraw it at any time

To exercise any of these rights, please contact us at [alan.mckay@mmeperformance.com](mailto:alan.mckay@mmeperformance.com). We will respond within **one calendar month** of receiving your request.

## 11. Cookies

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Our website may use cookies to improve your browsing experience. We do not currently use tracking or analytics cookies. You can manage your cookie preferences through your browser settings.

## 12. Changes to This Policy

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We may update this Privacy Policy from time to time to reflect changes in our practices or legal obligations. The most current version will always be available on our website, with the date of the last update noted at the top. We encourage you to review this policy periodically.

## 13. Complaints

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If you have concerns about how we handle your personal data, please contact us in the first instance at [alan.mckay@mmeperformance.com](mailto:alan.mckay@mmeperformance.com) and we will do our best to resolve the matter promptly.

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO), the UK's data protection supervisory authority:

**Information Commissioner's Office**

**Website:** [www.ico.org.uk](http://www.ico.org.uk)

**Helpline:** 0303 123 1113

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*This policy was drafted in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.*