



Privacy Policy

LOKR Sports Ltd

Last updated: 28 April 2026

1. Who We Are

LOKR Sports Ltd ("LOKR Sports", "we", "us", "our") is a company registered in England and Wales (Company No. 15348283), with registered office at:

10 Stadium Business Court, Millennium Way, Pride Park, Derby, DE24 8HP.

ICO Registration Number: ZB705203.

We provide athlete development software to sports organisations including schools, academies, clubs and governing bodies.

2. Our Role: Controller and Processor

LOKR Sports provides services to organisations. Depending on the context, we act as:

- Data Controller - for website visitors, business contacts, and prospective clients.
- Data Processor - when providing the LOKR Sports platform to an organisation that determines how personal data is used.

Where we act as a Data Processor, the organisation remains the Data Controller and is responsible for determining the purposes and lawful basis of processing. Platform data processing is governed by our contractual Data Processing Agreement.

3. Categories of Personal Data

A. Website & Business Contact Data

- Name
- Job title
- Organisation
- Email address
- Phone number
- Technical data (IP address, device type)

B. Platform Data (Processed on Behalf of Organisations)

- Identity data (name, role, team)
- Contact data
- Usage data
- Performance-related data
- Media content (videos, images, documents)

LOKR Sports does not process health data or other special category data unless explicitly agreed in writing with the relevant organisation.

4. Lawful Bases (Where We Act as Controller)

We rely on:

- Legitimate interests (business development, responding to enquiries)
- Contract (where entering into service agreements)
- Legal obligations (regulatory compliance)

Where we act as Processor, the relevant organisation determines the lawful basis.

5. Children's Data

LOKR Sports provides services to organisations that may include users under 18. The organisation is responsible for:

- Determining lawful basis for processing
- Obtaining necessary parental or guardian consents
- Ensuring safeguarding compliance

LOKR Sports processes such data strictly in accordance with the organisation's instructions.

6. Analytics & Platform Improvement

We use analytics tools, including PostHog, to:

- Monitor system performance
- Improve user experience
- Understand feature usage
- Maintain security

Analytics data is used in aggregated form where possible.

7. Data Sharing

We may share data with:

- Cloud hosting providers
- Infrastructure providers
- Analytics providers (including PostHog)
- Professional advisers
- Regulators where legally required

All processors are subject to contractual safeguards in accordance with Article 28 UK GDPR.

8. International Transfers and Use

LOKR Sports is operated from the United Kingdom and our primary regulatory framework is UK GDPR (the UK General Data Protection Regulation, supplemented by the Data Protection Act 2018).

Where personal data is transferred outside the UK, we implement appropriate safeguards including:

- UK International Data Transfer Addendum
- Standard Contractual Clauses
- Adequacy decisions where applicable

Where the Platform is used by organisations outside the UK, including in India, South Africa, and Australia, the organisation is responsible for ensuring its use of the Platform complies with applicable local laws - including (without limitation) the Digital Personal Data Protection Act 2023 (India), the Protection of Personal Information Act 2013 (South Africa), and the Privacy Act 1988 and Australian Privacy Principles (Australia).

LOKR Sports will provide reasonable cooperation to organisations to support compliance with such local laws.

9. Security

We implement appropriate technical and organisational measures including:

- Encryption in transit
- Role-based access controls
- Secure hosting environments
- Monitoring and logging
- Incident response procedures

In the event of a personal data breach affecting personal data for which we act as Controller, we will notify the ICO where legally required. Where acting as Processor, we notify the relevant organisation without undue delay.

10. Data Retention

We retain data:

- For the duration of the service agreement
- As required by legal and regulatory obligations
- In accordance with contractual deletion or return provisions

Website enquiry data is retained for up to 24 months unless a contractual relationship is formed.

11. Your Rights

Where LOKR Sports acts as Controller, individuals have rights under UK GDPR including:

- Access
- Rectification
- Erasure
- Restriction
- Objection
- Data portability

Where LOKR Sports acts as Processor, data subject requests should be directed to the relevant organisation.

12. Contact

For questions about this Privacy Policy, including how to exercise your rights, please contact:

Email: support@lokrsports.com

Post: LOKR Sports Ltd, 10 Stadium Business Court, Millennium Way, Pride Park, Derby, DE24 8HP.