



Privacy Policy for Krav Maga Defence Tactics Media Ltd (KMDT Media Ltd)

Effective Date: November 2024

At Krav Maga Defence Tactics Media Ltd (KMDT Media Ltd), we are committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, and safeguard your personal data in compliance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and the EU General Data Protection Regulation (GDPR).

1. Who We Are

KMDT Media Ltd is a provider of martial arts training and self-defence resources through online videos. We act as the data controller for personal data collected through our services. If you have any questions, please contact us at:

Contact Email: info@kmdt.co.uk.

Postal Address: KMDT Media Ltd, 20 Wenlock Road, London, N1 7GU

2. What Personal Data We Collect

We collect and process the following categories of personal data:

- **Identity Data:** Name, age, date of birth, and gender.
- **Contact Data:** Email address, phone number, and address.
- **Payment Data:** Payment details for course registrations or subscriptions.
- **Technical Data:** IP address, browser type, device type, and usage data.
- **Health Data** (with explicit consent): Medical information relevant to physical training.
- **Children's Data:** Personal data for children under 16, processed only with verifiable parental consent.

3. How We Use Your Personal Data

We use your personal data for the following purposes:

- To register you or your child for courses or training programs.

- To provide tailored training content based on your preferences.
 - To process payments and manage subscriptions.
 - To communicate updates, changes to our services, or promotional offers (with your consent).
 - To ensure health and safety during training sessions.
 - To comply with legal or regulatory obligations.
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4. Legal Basis for Processing

We process your personal data based on the following legal grounds:

- **Contractual Necessity:** To deliver the services you have requested.
 - **Consent:** For optional communications and collecting children's data.
 - **Legal Obligations:** To meet statutory requirements.
 - **Legitimate Interests:** For service improvement and fraud prevention.
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5. How We Protect Your Data

We implement appropriate technical and organizational measures to safeguard your personal data, including encryption, secure servers, and restricted access protocols.

6. Sharing Your Data

We only share your personal data with trusted third parties where necessary, such as:

- Payment processors to facilitate transactions.
- Service providers for hosting, email, or communication.
- Legal authorities, where required by law.

We do not sell your personal data.

7. Children's Privacy

We comply with the UK GDPR and GDPR regulations regarding children's data:

- Personal data for children under 16 is processed only with explicit **parental consent**.
- Parents or guardians have the right to access, correct, or delete their child's data.

If you believe we have collected a child's personal data without consent, please contact us immediately.

8. Your Data Rights

You have the following rights under UK GDPR and GDPR:

- **Access:** Request a copy of your personal data.
- **Rectification:** Correct inaccurate or incomplete data.
- **Erasure:** Request deletion of your data ("Right to be forgotten").
- **Restriction:** Limit how your data is processed.
- **Portability:** Receive a copy of your data in a transferable format.
- **Objection:** Object to data processing based on legitimate interests or direct marketing.
- **Withdraw Consent:** Revoke your consent at any time.

To exercise your rights, contact us at info@kmdt.co.uk.

9. Data Retention

We retain your personal data only as long as necessary for the purposes outlined in this policy or as required by law.

10. International Transfers

If your data is transferred outside the UK or EU, we ensure it is protected through appropriate safeguards, such as Standard Contractual Clauses or equivalent mechanisms.

11. Cookies

We use cookies to enhance your experience and analyse website traffic. You can manage your cookie preferences through your browser settings.

12. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page, and where appropriate, notified to you via email.

13. How to Contact Us

If you have any concerns about this Privacy Policy or your data, please contact:

Email: info@kmdt.co.uk.

Postal Address: KMDT Media Ltd, 20 Wenlock Road, London, N1 7GU

You also have the right to lodge a complaint with the UK Information Commissioner's Office (ICO) at www.ico.org.uk.

This Privacy Policy ensures compliance with UK GDPR, GDPR, and Data Protection Act 2018 requirements.

GDPR Compliance

1. Data Protection

KMDT Media Ltd is committed to protecting your personal data and respecting your privacy. All personal data collected by KMDT Media Ltd will be processed in accordance with the General Data Protection Regulation (GDPR) and any other applicable data protection laws.

2. Data Collection and Use

KMDT Media Ltd collects personal data that you provide voluntarily when registering for services, making purchases, or contacting us. This data may include your name, email address, payment information, and any other information necessary to provide our services. KMDT Media Ltd uses this data to manage your account, provide customer support, and improve our services.

3. Data Retention

KMDT Media Ltd will retain your personal data only for as long as necessary to fulfill the purposes for which it was collected, including any legal or reporting requirements.

4. Data Sharing

KMDT Media Ltd will not share your personal data with third parties except as necessary to provide our services, comply with legal obligations, or protect our rights. Any third-party service providers engaged by KMDT Media Ltd will be required to comply with data protection laws and ensure the security of your personal data.

5. Your Rights

Under the GDPR, you have the right to access, rectify, or erase your personal data, as well as the right to restrict or object to its processing. You also have the right to data portability and the right to withdraw your consent at any time. To exercise these rights, please contact us at info@kmdt.co.uk.

6. Security

KMDT Media Ltd takes appropriate technical and organizational measures to protect your personal data against unauthorized access, alteration, disclosure, or destruction.

7. Complaints

If you believe that KMDT Media Ltd has not complied with your data protection rights, you have the right to lodge a complaint with the relevant supervisory authority.