
Privacy Policy

Effective Date: 01/01/2021

Last Updated: 30/08/2025

Company: APPLIED PERFORMANCE LTD

Registered Address: BURJ AL MANA, AL CORNICHE STREET, WEST BAY DOHA, QATAR

Contact: INFO.APPLIEDPERFORMANCE@GMAIL.COM

1. Introduction

Applied Performance Ltd (“we”, “our”, or “us”) respects your privacy and is committed to protecting your personal data.

This Privacy Policy explains how we collect, store, process, and share data when delivering sports data science services, including dashboard development, data integration, and performance insights.

2. Data We Collect

We collect and process the following types of data:

a. Client Information

- Organisation name, contact details, and payment information.

b. Athlete Data (if applicable)

- Testing data (e.g. VALD results, wellness scores, GPS metrics).
- Training loads, performance metrics, and injury data.
- Any other sports science data shared with us by clients.

c. Technical Data

- API keys and credentials provided by clients to integrate third-party systems.
 - Log files, refresh schedules, and data pipeline health metrics.
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3. How We Use Your Data

We use collected data to:

- Provide **data integration** services and automate data ingestion.
 - Build and maintain **custom Power BI dashboards**.
 - Deliver insights for performance monitoring and athlete development.
 - Improve and optimise our services.
 - Comply with legal and regulatory obligations.
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4. Legal Basis for Processing

We process data under the following lawful bases:

- **Contractual necessity:** To deliver the services agreed upon.
 - **Legitimate interest:** To improve and secure our services.
 - **Consent:** Where required, e.g. for sharing anonymised performance benchmarks.
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5. Data Storage & Security

- All client and athlete data is stored securely within **Azure cloud infrastructure**.
 - API keys and secrets are stored using **Azure Key Vault** with restricted access.
 - Access is strictly limited to authorised Applied Performance team members.
 - We implement regular security checks and monitoring.
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6. Data Sharing

We do **not** sell or share personal data with third parties for marketing purposes.

Data may be shared:

- With contracted service providers (e.g. Microsoft Azure, Power BI).
 - Where legally required, or to comply with regulatory obligations.
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7. Data Retention

- Data is retained only for as long as required to provide services.
 - On client request, all associated data can be securely deleted from our systems.
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8. Your GDPR Rights

Under GDPR, you have the right to:

- Access a copy of your data.
- Request corrections or updates.
- Request deletion (“right to be forgotten”).
- Restrict or object to data processing.
- Request data portability.

To exercise any rights, contact us at **INFO.APPLIEDPERFORMANCE@GMAIL.COM**.

9. International Data Transfers

As Applied Performance Ltd operates from Qatar but works with UK and EU clients, we ensure all transfers comply with GDPR standards using secure and encrypted connections.

10. Changes to This Policy

We may update this Privacy Policy from time to time. The updated version will always be available on our website, with the effective date clearly stated.

11. Contact Us

For questions about this Privacy Policy or how we handle your data, contact us at:

Email: INFO.APPLIEDPERFORMANCE@GMAIL.COM