backedby.

Privacy Policy

Last updated: 15/10/2026

BACKEDBY LTD ("backedby.", "we", "us", "our") is committed to protecting your personal data. This policy explains what we collect, why we collect it, what we do with it, and the rights you have over it.

We are the data controller for the personal data described in this policy.

1. Who we are

Company name	BACKEDBY LTD
Trading as	backedby.
Company number	17443564
Registered in	England and Wales
Registered office	29 Hillfield House, Wellington Road, Nantwich, United Kingdom, CW5 7BX
Website	www.backedby.life
Data protection contact	info@backedby.co.uk
ICO registration number	See Sign up confirmation

2. Who this policy covers

This policy applies to:

- Athletes who apply to join, or are members of, the backedby. network
- Parents or guardians of athletes under 18
- Businesses who sponsor, or are approached about sponsoring, our athletes
- Visitors to www.backedby.life
- Anyone who contacts us by email or through our forms

3. What personal data we collect

3.1 Athletes

When you apply through our application form we collect:

- Identity and contact details: full name, email address, telephone number
- Location: country, town or city
- Sporting information: sport, competition level, club or team, achievements
- Social media information: Instagram handle, approximate follower numbers, Strava profile URL, other platforms used
- Commercial preferences: what you can offer a sponsor, posting commitments, the type of sponsorship you are seeking

- Biographical information: the personal description you provide for sponsors
- Any additional information you choose to tell us

If you become a member we also hold:

- Payment information, processed by Stripe. We do not store your card details
- Your signed agreement with us
- Records of sponsorships, deliverables completed, and any payments made to you if applicable upon sponsorship
- Correspondence between us

3.2 Parents and guardians

Where an athlete is under 18, we collect the parent or guardian's name, email address, telephone number and payment details, together with a record of their consent.

3.3 Businesses and business contacts

We collect business name, address, website, and the name, role, email address and telephone number of individual contacts. Some of this is provided to us directly; some is compiled from publicly available sources such as company websites and business directories.

3.4 Website visitors

We currently collect no analytics data. Our hosting provider may log standard technical information such as IP address for security purposes.

4. How we use your data, and our lawful basis

What we do with it	Lawful basis
Assess and respond to athlete applications	Steps taken at your request before entering a contract
Provide our sponsorship service to athletes	Performance of our contract with you
Present athlete profiles to prospective sponsors	Performance of our contract with you — this is the service you have asked us to provide
Collect and pay out sponsorship money	Performance of contract, and our legal obligations
Approach businesses about sponsorship opportunities	Our legitimate interests in promoting our athletes and growing our business
Manage live sponsorships and report to sponsors	Performance of our contracts with both parties
Send you service emails about your account	Performance of contract
Send marketing emails	Your consent, or our legitimate interests in business-to-business marketing
Keep financial and tax records	Our legal obligations
Handle complaints or legal claims	Our legitimate interests in defending our position

5. Who we share your data with

Important — how we share athlete profiles

The core of our service is presenting athletes to businesses who might sponsor them.

This means that once you join as an athlete, we will share your name, location, sport, achievements, social media handles, approximate follower numbers and biography with businesses we believe are a good fit — before any sponsorship is agreed, and before you have met them.

- We will not share your email address, telephone number, postal address or payment details with a prospective sponsor without asking you first.
- We will not agree any sponsorship on your behalf without your prior approval of its key terms.
- If you would prefer us not to approach particular businesses or sectors, tell us and we will record that on your file.

5.1 Prospective and actual sponsors

As described in clause 4 above.

5.2 Service providers who process data on our behalf

We use the following providers. Each is bound by a contract requiring them to protect your data and use it only on our instructions.

Provider	What they do for us
Tally	Hosts our application forms
Airtable	Our customer relationship database
Make	Connects our systems and moves data between them
Stripe	Processes subscription and sponsorship payments
Lovable	Hosts our website

5.3 Others

- Our accountants and professional advisers, where necessary
- HMRC, Companies House and other authorities where we are legally required to report
- A purchaser or their advisers, if we sell the business

We do not sell your personal data to anyone.

6. International transfers

Some of our athletes, sponsors and service providers are based outside the United Kingdom. Where we transfer personal data outside the UK, we do so only where one of the following applies:

- The country has UK adequacy status
- The transfer is covered by the UK International Data Transfer Agreement or the UK Addendum to the EU Standard Contractual Clauses
- The transfer is necessary to perform our contract with you — for example, presenting your profile to a sponsor in your own country

7. How long we keep your data

Data	Retention period
Unsuccessful athlete applications	12 months from the date of application
Athlete records (active members)	Duration of membership, then 6 years
Signed agreements	6 years from the end of the agreement
Financial and payment records	6 years from the end of the relevant tax year
Business contact records	Until you ask us to stop contacting you, and reviewed every 2 years
Marketing consents and opt-outs	Retained indefinitely so we can honour your preferences
General correspondence	3 years

8. Athletes under 18

Our service is intended for people aged 18 and over.

We will accept an application from an athlete aged under 18 only where:

- A parent or legal guardian has given written consent for the application
- The parent or legal guardian enters into the agreement with us and is responsible for all payments
- The parent or legal guardian is copied into material communications about the sponsorship

Where we hold data about an athlete under 18, we will share the minimum necessary with prospective sponsors, and we will not publish contact details in any circumstances.

If you believe we hold data about a child without appropriate consent, contact us at info@backedby.co.uk and we will delete it promptly.

9. Payments and money we hold for you

Where we collect sponsorship money from a business on behalf of an athlete, we hold that money separately from our own funds until it is paid out, less our agreed commission. We keep records of every transaction for audit and tax purposes.

All card payments are processed by Stripe / Tide Banking. We never see or store your full card details.

10. Security

We take appropriate technical and organisational measures to protect your data, including access controls on our systems, two-factor authentication where available, and contracts with all of our service providers.

No system is completely secure. If a breach occurs that is likely to risk your rights and freedoms, we will notify the ICO within 72 hours and tell you without undue delay where required to do so.

11. Your rights

Under UK data protection law you have the right to:

- Be informed about how we use your data — this policy
- Access a copy of the data we hold about you
- Have inaccurate data corrected
- Have your data erased in certain circumstances

- Restrict how we process your data in certain circumstances
- Receive your data in a portable format, or have it transferred to another provider
- Object to processing based on our legitimate interests
- Object to direct marketing at any time
- Withdraw consent at any time, where we rely on consent

To exercise any of these rights, email info@backedby.co.uk. We will respond within 14 days.

Please note that if you ask us to stop sharing your profile with prospective sponsors, we will no longer be able to provide our service to you, and your membership will end.

12. Complaints

If you are unhappy with how we have handled your data, please contact us first at info@backedby.co.uk so we can try to put it right.

You also have the right to complain to the Information Commissioner's Office at any time:

- Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF
- Telephone: 0303 123 1113
- Website: ico.org.uk

13. Changes to this policy

We may update this policy from time to time. The date at the top shows when it was last changed. Where changes are significant, we will notify members by email.