Brooke House Academy | All Campuses

Privacy Policy

Approved policy
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Our Commitment and Scope

Brooke House Academy (BHA, we, us or our) respects the privacy of students, parents and guardians, prospective families, staff, applicants, contractors and others who interact with the academy.

This policy explains how personal information is collected, used, shared and protected through brookehouseacademy.com and academy admissions, education, soccer and related activities. It applies across Jacksonville, Maitland and Tampa unless a separate notice applies to a specific activity.

Independent services, including Florida Virtual School (FLVS Flex), enrollment platforms and external websites, have their own privacy notices. This policy does not replace those notices or applicable enrollment agreements.

Information We Collect

The information we collect depends on your relationship with BHA and the services or activities involved. It may include:

- Contact and identity information: student and parent or guardian names, email addresses, telephone numbers, addresses, dates of birth, campus preferences and emergency contacts.
- Admissions and enrollment information: applications, educational history, enrollment documents, scholarship information and related communications.
- Education and participation records: attendance, coursework progress, learning support information, soccer participation, disciplinary records and policy acknowledgements. Acknowledgement records may include names, acceptance, the policy version, date and timestamp.
- Health and welfare information supplied for student support, emergency care, safeguarding or participation, including relevant medical, allergy or accommodation information.

- Recruitment and media information: player biographies, sporting history, photographs, video and information supplied for recruiting profiles or academy publicity.
- Staff and applicant information: employment applications, qualifications, references, required screening information and personnel records.
- Website and technical information: IP address, browser and device information, pages visited, referring pages, approximate location and interactions, as available through hosting, security and analytics services.
- Messages, complaints, safety reports and other information you choose to provide.

How We Receive Information

We receive information directly from students, parents and guardians, applicants and other individuals through forms, email, applications and academy communications.

We may also receive relevant information from authorized educational providers, previous schools, scholarship organizations, sporting organizations, references and service providers, where appropriate and permitted. Website services may collect technical information automatically.

Please provide accurate information and update the academy when relevant details change. Do not include medical records, identity documents or other sensitive information in a general inquiry unless BHA has requested it through an appropriate channel.

How We Use Information

We use personal information for the purposes relevant to our relationship with you, including:

- Responding to inquiries and arranging campus visits.
- Processing applications, enrollment and scholarship-related administration.
- Supporting academic progress, attendance, learning arrangements and communication with families and FLVS teachers as appropriate.
- Organizing soccer training, matches, showcases, travel and other academy activities.
- Supporting student health, welfare, safeguarding and emergency response.
- Administering recruitment profiles and agreed media activities.
- Managing staff recruitment, personnel administration and required screening or training.
- Recording policy acknowledgements, handling complaints and administering academy policies.
- Operating, securing and improving our website and understanding visitor activity.
- Sending relevant academy communications and optional promotional updates, subject to applicable requirements and your choices.

- Meeting legal obligations, responding to lawful requests and establishing or defending legal claims.

When Information May Be Shared

We limit disclosures to information relevant to the purpose and permitted by applicable law. Information may be shared with:

- Academy personnel who need it for their responsibilities.
- Providers supporting website hosting, Theo forms, communications, enrollment, education, administration or technical services.
- FLVS and other relevant educational or scholarship organizations where needed for authorized educational arrangements.
- Coaches, event organizers, travel providers or emergency contacts where appropriate for an activity or student safety.
- Professional advisers, insurers and authorities where necessary for legal, safeguarding, regulatory or insurance purposes.
- Others where you authorize disclosure or a lawful basis permits or requires it.

Student Records and Sensitive Information

Student, health, safeguarding and personnel information require particular care. Access and disclosure should be limited to the individuals and purposes appropriate to the record. Confidentiality may be limited where reporting, safety or legal duties require information to be shared.

Parents, guardians and eligible students may contact BHA about access to or correction of records. BHA will consider applicable law, the rights and safety of others, record ownership and any identity or parental-responsibility verification needed.

Records maintained by FLVS or another independent provider are also subject to that provider's procedures and applicable legal obligations. Contact the relevant provider for requests concerning its records. This policy does not represent that every federal education-record law applies to BHA.

Children's Privacy

General website inquiries and applications for children under 13 should be completed by a parent or guardian. Children under 13 should not independently submit personal information through general website forms.

Where information is collected directly from children in an academy or educational setting, BHA will follow applicable notice and parental-consent requirements. Information provided by an adult about a child is used for the relevant academy purpose.

If you believe a child has submitted information without appropriate authorization, contact Info@BrookeHouseAcademy.com. We will review the concern and take appropriate action, including deletion where required. Parents may contact us about their child's information and applicable choices.

Player Profiles, Photographs and Video

Recruiting profiles, photographs, video and related publicity can make information available to coaches and the wider public. Public information may be copied, downloaded or shared by others.

BHA will obtain permission where required for publication or promotional use of identifiable student information and images. Participation in the academy is not, by itself, treated by this policy as blanket consent to every promotional use.

Contact the academy to discuss media permissions or request a correction or removal of a profile or image under BHA's control. Removal cannot guarantee deletion of copies already held by others. A direct-link or unlisted page can still be viewed or shared by anyone with its link; it is not a secure storage channel.

Cookies, Analytics and Website Choices

The website uses Google Analytics to understand visits and interactions. Depending on your choices and service settings, this can involve cookies, device and browser information and usage data.

The cookie banner lets you accept or decline analytics cookies. Analytics storage is set to denied by default until you accept. The site's analytics setup keeps advertising storage and advertising personalization consent denied. Google may receive limited cookieless measurement signals when analytics storage is denied; declining analytics cookies does not necessarily stop every technical request.

Your cookie choice is stored in your browser for up to one year. To make a new choice, clear this website's local storage or site data in your browser and reload the website. Browser settings can also block or remove cookies, although some website functions may be affected.

We do not ask you to provide names, email addresses or sensitive student details for analytics. Please avoid including personal information in page URLs or other material intended for public display.

External Services and International Processing

Links and services used by families, including FLVS Flex and external enrollment or sporting platforms, may collect information under their own privacy policies. Review their notices before submitting information.

Website and administrative service providers may process information in the United States or other countries where they operate. Applicable protections and rights can differ by location. Where required, BHA will use appropriate safeguards for international transfers.

Information Retention

Personal information should be kept only as long as reasonably necessary for its purpose, including education and personnel administration, safeguarding, legal duties, insurance, disputes and recordkeeping requirements. Different categories of records may require different retention periods.

Requests to delete information will be considered subject to these obligations and any applicable exceptions. Backup copies may remain until replaced or deleted through ordinary retention processes. Contact the academy for information about a particular record.

Security and Incident Response

BHA seeks to use reasonable organizational and technical safeguards appropriate to the information involved. No website, email service or storage system can guarantee complete security.

Please use the channels recommended by the academy for sensitive records. If you suspect unauthorized access or disclosure involving BHA information, contact us promptly. BHA will assess reported incidents and provide notifications where required by applicable law.

Your Choices and Privacy Requests

You may contact BHA to ask what personal information it holds about you, request access or correction, request deletion where available, raise concerns or withdraw a consent where applicable. Some rights depend on your location, relationship with BHA and the information concerned.

We may need to verify your identity or authority before responding. A request may be limited or declined where permitted or required by law, including to protect another person’s privacy, maintain required records or address safeguarding obligations. We will explain relevant limitations as

appropriate.

To stop optional promotional emails, use an available unsubscribe link or contact the academy. Essential enrollment, educational, safety and administrative communications may still be sent. Withdrawing an optional consent does not undo processing already lawfully completed.

Contact and Concerns

For privacy questions or requests, contact Brooke House Academy at Info@BrookeHouseAcademy.com. Please identify the relevant campus and describe your request without attaching unnecessary sensitive documents.

You may also contact Lawrie Dudfield, Executive Director, at executivedirector@brookehouseacademy.com. If your concern involves the Executive Director, contact Niall O’Grady, Director of Soccer, at niall@brookehouseacademy.com.

Privacy concerns involving immediate danger or suspected abuse should also follow the academy’s safeguarding and mandatory reporting procedures. A privacy request must not delay contacting emergency services or an appropriate reporting authority.

Policy Updates

BHA will review this policy periodically and update it when practices or applicable requirements change. The version, effective date and last reviewed date will be shown with the policy. Material changes will be communicated to affected families where appropriate or required.

Policy Authority: Executive Director
Applicable Campuses: Jacksonville, Maitland and Tampa
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