

# **SWANSEA CITY ASSOCIATION FOOTBALL CLUB LIMITED**

## **PRIVACY NOTICE**



The Data Controller and Data Processor is: Swansea City Association Football Club Limited of Liberty Stadium, Swansea, SA1 2FA.

The Chairman, Trevor Birch, has overall responsibility for ensuring the Club meets its all its legal obligations. However, the Company Secretary and Chief Finance Officer, Gareth Davies, oversees Data Protection day to day.

The Data Protection Officer is Rebeca Storer: [dpo@swanseacity.com](mailto:dpo@swanseacity.com)

We are Swansea City Association Football Club, a professional football team playing in the EFL Championship, training at Fairwood Training Ground and playing home matches at the Liberty Stadium. We also operate an Academy, various Development Centres, Club Shops and Ticket Office.

In order for us to be able to provide an ongoing, improving service to individuals, we have a need to collect and record personal data. We use this information to enable us to administer our membership records and activities including maintaining our own accounts and records (of staff/supporters/hospitality guests/event guests), supporting and managing our staff, providing hospitality and ticketing services, general ticket purchasing analysis (anonymised data) and when managing complaints. Such personal data will be retained for a period of one year.

For high profile matches, we will share personal data with other football clubs and/or other Professional Leagues for the prevention and detection of crime and disorder at matches and to ensure that all supporters are safe within the football environment.

If an individual (supporter/hospitality guest/event guest) does not wish for the Club to retain their personal data once the event (match/hospitality event/concert) has concluded, they have a right to request their information be deleted.

We do not process personal data for any other reasons other than those detailed above. We will only send marketing emails to individuals who have specifically opted in to receiving them. We do not share our personal data with any other organisation or person(s) unless the individual has opted in to us doing so.

If an individual has opted in to receiving marketing or to allow us to share data, they can opt out at any time by following the unsubscribe link on any email received or by emailing or writing to the Data Protection Officer.

Personal data the Club processes is either stored on a secure cloud database which is accessed via computers which are password protected and data encrypted or in locked cupboards and offices.

We will not keep personal data longer than necessary and shall destroy any personal data that we can no longer justify holding.

All individuals have a right of access to personal data which the Club holds about them. Under certain circumstances, individuals have the right to have their data rectified and erased along with a right to restrict processing and to receive their data in a relevant format. For more details regarding these rights and the exercising of them, individuals should contact the Data Protection Officer. For further information please refer to the Club's Privacy Policy which can be found on [www.swanseacity.com](http://www.swanseacity.com)

Please address any questions, comments and requests regarding our data processing practices to Rebeca Storer, Data Protection Officer via: [dpo@swanseacity.com](mailto:dpo@swanseacity.com)

If an individual or third party feels that Swansea City Association Football Club has processed data in contravention with this notice, they may complain to the Information Commissioner's Officer: [www.ico.org.uk](http://www.ico.org.uk)