



SWANSEA CITY ASSOCIATION FOOTBALL CLUB LIMITED

COOKIE POLICY

1. Cookie Policy

In this Cookie Policy, any use of the words “you”, “yours” or similar expressions shall mean any user of our website whatsoever. Terms such as “we”, “us”, “our” or similar expressions shall mean Swansea City Association Football Club Limited.

2. What is a cookie?

A cookie is a small amount of data, which often includes a unique identifier that is sent to your computer, tablet or mobile phone (all referred to here as a “device”) web browser from a website’s computer and is stored on your device’s hard drive. Each website can send its own cookie to your web browser if your browser’s preferences allow it. Many websites do this whenever a user visits their website in order to track online traffic flows. Similar technologies are also often used within emails to understand whether the email has been read or if any links have been clicked. If you continue without changing your settings, we’ll assume that you are happy to receive all cookies on SwanseaCity.com.

You may change your cookie settings at any time in your own web browser or by changing your cookie preferences for our website by clicking on ‘find out more’ on the cookie dropdown.

On our website, cookies record information about your online preferences and allow us to tailor our website to your interests.

During the course of any visit to our website, the pages you see, along with a cookie, are downloaded to your device. Many websites do this, because cookies enable website publishers to do useful things like find out whether the device (and probably its user) has visited the website before. This is done on a repeat visit by checking to see, and finding, the cookie left there on the last visit.

3. How do we use cookies?

Information supplied by cookies can help us to understand the profile of our visitors and help us to provide you with a better user experience. It also helps us recognise when you are signed in to your Club account and to provide a more personalised experience.

Strictly Necessary Cookies

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms.

You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information.

Performance Cookies

These cookies allow us to count visits and traffic sources, so we can measure and improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site.

We use Google Analytics to provide this service, which uses first party cookies. The data collected is not shared with any other party.

The information we get through the use of these cookies is anonymised and we make no attempt to identify you or influence your experience of the site while you are visiting it. If you do not allow these cookies we will not be able to include your visit in our statistics.

If you have used a Do Not Track browser setting, we take this as a sign that you do not want to allow these cookies, and they will be blocked.

Functionality Cookies

These cookies remember choices you make such as the country you visit our website from, the language and search parameters such as size, colour and product line. These can then be used to provide you with an experience more appropriate to your selections and to make the visits more tailored and pleasant. The information these cookies collect may be anonymised and they cannot track your browsing activity on other websites.

4. Third Party Cookies in embedded content on Swanseacity.com pages

Please note that during your visits to our website you may notice some cookies that are not related to us.

To extend our reach and support our sponsors, we sometimes embed content from social media and other third-party websites. These may include but are not limited to:

- Twitter, Facebook, Instagram
- Bet365
- Swansea.com
- Joma
- Carling
- Peter Lynn & Partners
- Ministry
- Carabao
- Swansea Univesity

As a result, when you visit a page containing such content, you may be presented with cookies from these websites and these third-party cookies may track your use of our website. We do not control the dissemination of these cookies and you should check the relevant third party's website for more information. If you continue without changing your settings, you accept use of such cookies.

Where we embed content from social media and other third-party websites they may use Google Analytics to collect data about user behaviour for their own purposes. We do not control this.

For more information, follow the following link <https://tools.google.com/dlpage/gaoptout>

5. Our cookies and how to reject cookies

It is important to note that if you change your settings and block certain cookies, you will not be able to take full advantage of some features of our website, and we might not be able to provide some features you have previously chosen to receive.

You may reject the use of cookies by clicking on cookie settings at any time during your visit to our website.

6. Other information collected from web browsers

Your web browser may also provide us with information about your device, such as an IP address and details about the browser that you are using. Certain content may require knowledge of your device's location through your web browser. Information provided by your browser or by the link that you have clicked to understand the webpage that directed you to the Swans website and this may be captured by performance cookies.

If you have any concerns about the way that we use cookies or respect your settings, then please contact us at dpo@swansea city.com

7. Do Not Track (DNT) browser setting

DNT is a feature offered by some browsers which, when enabled, sends a signal to websites to request that your browsing is not tracked, such as by third part ad networks, social networks and analytic companies.

8. Apps and Devices

When you sign in to the Swans app, your sign-in details may be stored securely on the device you are using, so you can access other Swans apps on the same device without needing to enter your sign-in details again. This is called single sign-on.

You can change the single sign-on settings at any time.

No cookies are used in the Swans apps.

9. Changes to Swansea City's Cookie Policy

This Cookie Policy may be updated from time to time, so you may wish to check it each time you submit personal information to us. The date of the most recent revisions will appear on page 2. If you do not agree to these changes, please do not continue to use the Swans website to submit personal information to us.

You can delete your account at any time.

If material changes are made to the Cookies Policy, for instance affecting how we would like to use your personal information, we will provide a more prominent notice.

10. Contacting us about this Cookie Policy

If you have any questions or comments about this Cookie Policy please contact:

The Data Protection Officer
Swansea City AFC Limited
Swansea.com Stadium
Swansea
SA1 2FA
dpo@swanseacity.com