



## Data Protection Policy

September 2020

Bristol Sport Limited are committed to protecting and respecting your privacy. This policy (together with our terms of use and our cookie policy) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. For the purpose of the General Data Protection Regulation 2018, the data controller is Bristol Sport Foundation of Ashton Gate Stadium, Ashton Road, Bristol, BS3 2EJ. Information we may collect from you when you interact with us (examples of which are when you donate, register online, purchase from us or contact us), BSF may receive personal information about you, such as your:

- Name
- Email address
- Date of birth
- Postal address
- Telephone number
- Debit or credit card details

We also aggregate statistics about users of our Platforms to enable us to operate more effectively, but these statistics do not include information which can identify you.

### IP Addresses

We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration and to report aggregate information to our advertisers. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.

### How we use your information

We use your information in a number of ways, which include:

- Sending you information about Bristol Sport Foundation, our activities (including our fund-raising activities), our campaigns, supporters and beneficiaries and for marketing purposes (including via Facebook and other social media channels)
- Processing a donation that you have made
- Processing an order from our online booking system
- Manage and use any contributions you provide to us, whether via the site or otherwise for our campaign purpose or our activities
- Dealing with entries into competitions
- Processing a grant or job application
- Responding to correspondence you have sent to us

If you have provided us with your personal details to participate in one of our sports clubs or fundraising events and you tell us you wish to participate in another campaign, we may use the personal details you provided to us on that previous occasion to save you having to give them to us again. We will only contact you with marketing information by email if you have given your informed consent for us to do so. You may opt out of receiving marketing materials from us at any time.

If you have consented to receive marketing, we may occasionally contact you to ask if you would be prepared to help us with our market research, for which participation is purely voluntary.

#### Cookie, Web Beacons and how we use them

A "cookie" is a small data file stored by your Web browser on your computer or mobile device [hard drive]. It allows us to recognize your computer (but not specifically who is using it) upon entering our site by associating the identification numbers in the cookie with other customer information you have provided us. That customer information is stored on our secured database. A "web beacon" or "pixel tag" or "clear gif" is typically a one-pixel image, used to pass information from your computer or mobile device to a website.

We use cookies and web beacons to keep track of what you have in your shopping cart and to remember you when you return to the website as well as to identify the pages you click on during your visit to our site and the. We use this information to improve our site design, product assortments, customer service, and special promotions. You can, of course, disable cookies and web beacons on your computer by indicating this in the preferences or options menus in your browser. However, it is possible that some parts of our website will not operate correctly if you disable cookies. We may also use web beacons, and other technologies, to help track whether our communications are reaching you, to measure their effectiveness, or to collect certain non-personal information about your computer, device, or browser in order to allow us to better design future communications to you.

We may contract with third parties who may use cookies and web beacons and collect information on our behalf or provide services such as credit card processing, shipping, promotional services, or data management. We call them our Customer Care Partners. These third parties are prohibited by our contract with them from sharing that information with anyone other than us or our other Customer Care Partners.

#### Where we store your data

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy. All information you provide to us is stored on our secure servers. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

#### Uses made of the information

We use information held about you in the following ways:

- To ensure that content from our site is presented in the most effective manner for you and for your computer
- To provide you with information that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes
- To allow you to participate in interactive features of our service, when you choose to do so
- To notify you about changes to our service.

We may also use your data, or permit selected third parties to use your data, to provide you with information about goods and services which may be of interest to you and we or they may contact you about these by post or telephone. If you are a new user, and where we permit selected third parties to use your data, we (or they) will contact you by electronic means only if you have consented to this. If you do not want us to use your data in this way, or to pass your details on to third parties for marketing purposes, please tick the relevant box situated on the form on which we collect your data (the registration form).

#### Disclosure of your information

We may disclose your personal information to any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006 as well as to the partners and affiliates listed on our site from time to time. We may disclose your personal information to third parties:

- In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.
- If Bristol Sport Limited or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of use and other agreements; or to protect the rights, property, or safety of Bristol Sport Limited, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

#### Children

If you are under 16, please make sure you have your parent or guardian's permission before you provide us with any personal information. Children under 16 must not provide us with personal information without this permission.

#### Your rights

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us at [foundation@bristol-sport.co.uk](mailto:foundation@bristol-sport.co.uk). Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

#### Access to information

The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with GDPR. Any access request may be subject to a fee of £10 to meet our costs in providing you with details of the information we hold about you.

#### Changes to our policy

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail.

Unsubscribe

You have the right to ask us to stop processing your personal information, including for direct marketing purposes. If you no longer wish to receive direct marketing from us, simply follow the unsubscribe links in our emails to change your preferences or alternatively (including in relation to any other personal information that we hold) you can contact us with your request:

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