



SPENNYMOOR TOWN FC

PRIVACY POLICY

This privacy policy sets out how we use and protect any information that you provide to the football club.

Spennymoor Town FC (*from here on "STFC"*) is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified, then you can be assured that it will only be used in accordance with this privacy statement.

Spennymoor Town may change this policy from time to time in accordance with new GDPR or data protection legislation or internal procedures. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from **1 January 2022**.

What we collect

We may collect the following information:

- Name, job title and business address
- contact information including email address and phone number (landline and mobile)
- demographic information such as home address including postcode, preferences and interests
- other information relevant to contacting you with regards to club notices

NOTE: *STFC does not hold any of your financial information. Online and in-person transactions for tickets, season tickets, travel, merchandise and matchday purchases are all carried out via third party providers, including: Stripe, Woocommerce and iZettle. Your financial information is held by those third parties in accordance with their own privacy policies. All of whom are reputable financial organisations adhering to relevant standards within their industry.*

What we do with the information we gather

We require this information to understand your needs and be able to contact you with important notices and news about the club's footballing operations. It is kept securely

within our parent company **Great Annual Savings Group's IT infrastructure**. Amongst other notices relevant to your custom with STFC, we may contact you for any of the following reasons:

- Internal record keeping
- We may use the information to improve our products and services to better meet your needs
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone or post. We may use the information to customise our website according to your interests

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about webpage traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

Direct Marketing

We are subject to certain rules and privacy laws when marketing to our customers.

For example, as a Data Subject your prior consent is required for electronic direct marketing (for example, by email, text or automated calls). The limited exception for existing customers known as “soft opt in” allows organisations to send marketing texts or emails if they have obtained contact details in the course of a sale to that person, they are marketing similar products or services, and they gave the person an opportunity to opt out of marketing when first collecting the details and in every subsequent message.

A Data Subject’s objection to direct marketing will be promptly honoured. If a customer opts out at any time, their details will be suppressed as soon as possible. Suppression involves retaining just enough information to ensure that marketing preferences are respected in the future.

Our employees must comply with the Club’s guidelines on direct marketing to customers at all times.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Deletion of your data

Season ticket holders’ data is taken out of email marketing platforms on an annual basis and replaced with season ticket holders’ data for the following season, from those who have opted in only.

Personal contact data from older season ticket holders is archived on an annual basis within the secure IT servers of our parent company.

You may request for STFC to delete any of the data held about you by contacting the club on the details below.

Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

- whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes

- if you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us.

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.

You may request details of personal information which we hold about you under the Data Protection Act 2018. No fee is payable. If you would like a copy of the information held on you please write to *Spennymoor Town FC, The Brewery Field, Wood Vue, Spennymoor, DL16 6JN*. Alternatively, complete an “enquiries” form on the following webpage: <https://spennymoortownfc.co.uk/contact/>.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible at the above address. We will promptly correct any information found to be incorrect.