



# **CUSTOMER PRIVACY NOTICE**

**YORKSHIRE CRICKET**

Document Owner: Director of People and Culture

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## 1. PRELIMINARY

### 1.1 Purpose

Yorkshire Cricket is committed to respecting and protecting your privacy. The Customer Privacy Notice (the **notice**) explains how we may use Personal Data we collect from you, or that you provide to us, as a customer of Yorkshire Cricket.

### 1.2 Objectives

This notice seeks to ensure you have the assurance and clarity that Yorkshire Cricket Processes your data lawfully, fairly and in a transparent manner.

### 1.3 Scope

This notice applies to any customer of Yorkshire Cricket, including any individual who visits or makes a purchase from the Yorkshire Cricket website ([www.yorkshireccc.com](http://www.yorkshireccc.com)) or associated domains [www.tickets.yorkshireccc.com](http://www.tickets.yorkshireccc.com) and [www.shop.yorkshireccc.com](http://www.shop.yorkshireccc.com).

We have a separate privacy notice that applies to individuals who participate in matches, schemes and programmes overseen by Yorkshire Cricket as the governing body for cricket in Yorkshire. You can view that privacy notice here <https://yorkshireccc.com/club/club-information/privacy-policy/>.

For the purposes of data protection, the Controller relevant to this notice could be either Yorkshire County Cricket Club, Yorkshire Cricket Foundation or Yorkshire Cricket Board (together, **Yorkshire Cricket**), depending on the processing activity for which we are Processing your Personal Data. If you would like to find out more then please contact us **12. Contacting Us**.

This notice does not form part of any contract to provide services or otherwise between you and Yorkshire Cricket.

## 2. DEFINITIONS

Personal Data	means any information relating to an identified or identifiable natural person;
Processing (or Process)	means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction;
Special Categories of Personal Data	means Personal Data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, and the Processing of genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person's sex life or sexual orientation;
UK GDPR	means the EU General Data Protection Regulation 2016/679, as transposed into United Kingdom national law by operation of section 3 of the European Union (Withdrawal) Act 2018 and as amended by the Data Protection, Privacy and Electronic Communications (Amendments etc.) (EU Exit) Regulations 2019; and

Yorkshire Cricket	for the purposes of this notice, Yorkshire Cricket refers to Yorkshire County Cricket Club, Yorkshire Cricket Foundation, Northern Diamonds, Northern Superchargers and Yorkshire Cricket Board.
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### 3. WHAT INFORMATION DOES YORKSHIRE CRICKET COLLECT?

You provide us with **Personal Data** when you sign up for communications or contact us, or purchase memberships, tickets, merchandise or other goods and services from Yorkshire Cricket. In addition, when you use our website, certain Personal Data may be collected automatically.

When you voluntarily participate in customer surveys with us, we may obtain more sensitive Personal Data – known as Special Categories of Personal Data - such as ethnic origin or sexual orientation. Such information is treated with a higher level of security in our organisation.

### 4. WHERE WE COLLECT YOUR INFORMATION

We typically collect Personal Data about supporters and customers through commercial engagements with us, such as purchasing tickets, experiences or products from the Yorkshire Cricket website. As referenced above, we may also collect certain technical information through your use of our website.

We may sometimes collect additional information from third party sources such as the England and Wales Cricket Board (**ECB**) (<https://www.ecb.co.uk/>). ECB in their role as the national governing body for cricket may share information with us in relation to supporter activity and events you have attended as part of We are England Cricket Supporters channels.

Personal Data will be stored in a range of different places, including in our customer, ticket and marketing databases and in other IT systems, including the email system where your customer support query may need specific attention from one of our staff.

### 5. WHY DOES YORKSHIRE CRICKET PROCESS PERSONAL DATA?

The table below describes the main purposes for which we Process your Personal Data, the categories of your information involved and our lawful basis for being able to do this.

<b>Purpose</b>	<b>Personal Data used</b>	<b>Lawful basis</b>
<p><b>Maintaining a customer account with us</b></p> <p>Information about you which relates to your, or your employer's account with us</p>	<p>This information may include your name, your email address and your telephone and/or mobile number.</p>	<p>We will process this data to maintain your account with us, to provide our services to you, to communicate with you and to back up our database.</p> <p>We process this data as we have a <b>legitimate interest</b> to ensure the proper administration of your account and our business with you and, except where you have entered into a contract with us, in which processing this data will be <b>necessary to perform our contract with you</b>.</p>
<p><b>Creating a registration to use our services</b></p> <p>Information you provide when you register to use our website, participate in discussion boards or other social media functions on our site, enter a competition, promotion or survey, become a member of Yorkshire County Cricket Club and when you report a problem with our site</p>	<p>The information you give us may include your name, address, e-mail address and phone number.</p>	<p>We will process this data so we can deal with your registration, or other communications or applications, or to address your query or concern.</p> <p>We process this data as we have a <b>legitimate interest</b> to ensure the proper administration of your account and our business with you, except where you have entered into a contract with us, in which processing this data will be <b>necessary to perform our contract with you</b>.</p>
<p><b>Entering into a transaction with us</b></p> <p>If you purchase tickets, memberships, products and/or services from us, you will need to provide certain information to us so that we can supply those purchases to you.</p>	<p>The information you supply to us may include your name, your contact details, your card details, postal address and other information relevant to your transaction.</p>	<p>We will process this data as it will be <b>necessary to perform our contract with you</b> and to fulfil the transaction.</p>
<p><b>Communicating with us</b></p>	<p>This information may include your name and contact information, the content of your communication and any metadata our website generates where you</p>	<p>We will process that information so we can correspond with you and keep records of such correspondence.</p>

<p>If you communicate with us, we may process the information contained in your communication.</p>	<p>communicate with us using the contact form available on our website.</p>	<p>We have a <b>legitimate interest</b> in processing this data for communication with supporters and customers to ensure the proper administration of our business.</p>
<p><b>Notifying you with news and marketing updates</b></p> <p>Where you have purchased products/services from us, or where you subscribe to receive our newsletters and email updates, we will process your data so that we can send email updates and / or newsletters to you.</p>	<p>This information may include your name, email address and contact preferences.</p>	<p>The lawful basis for us to process data relating to our marketing activities is <b>consent</b>.</p> <p>We also have a <b>legitimate interest</b> provide you with service updates in relation to products (e.g. memberships) or specific events you have purchased tickets to ensure you are provided with up to date information about your purchases.</p>
<p><b>To comply with regulatory obligations</b></p> <p>We may process your data if we need to do so in order to comply with our legal and/or regulatory obligations.</p>	<p>This information may include your name and contact information.</p>	<p>The lawful basis relied upon is necessary for compliance with a legal obligation.</p>
<p><b>Coach development, education and training</b></p> <p>Where you apply to and attend any of our coaching development and education courses or the 'Safe Hands' safeguarding training, run in partnership with the ECB, we will process your data as part of the registration and payment process for each course and to issue any certificates or qualifications once a course is complete</p>	<p>This information may include your name, postal address, email address, social media account ID, credit or debit card number, interests, and occupation</p>	<p>We process this data as we have a <b>legitimate interest</b> to ensure the proper administration of your coaching course with Yorkshire Cricket and, except where you have entered into a contract with us, in which case processing this data will be <b>necessary to perform our contract with you</b>.</p>
<p><b>Special Categories of Personal Data or criminal records</b></p>		

<p><b>To conduct voluntary surveys and data analytics studies</b></p> <p>Surveys undertaken to review and better understand customer experience, customer retention and attrition rates. In some cases, we may publish the results of these studies on our websites in an anonymous and aggregated form.</p>	<p>In participating with surveys conducted by us, you may voluntarily provide: your name and contact information; ethnic origin; age, gender, sexual orientation; religion; disability</p>	<p>We Process 'Special Category...' reasons for Processing your Personal Data referred to in <b>3. What Information Does Yorkshire Cricket Collect?</b>.</p> <p>Where not legally required, this processing is necessary for the public interest of ensuring equality of opportunity or treatment between people of different racial or ethnic origins, holding different religious or philosophical beliefs, people with different states of physical or mental health or people of different sexual orientation with a view to enabling such equality to be promoted or maintained throughout Yorkshire Cricket.</p>
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## 6. WHO HAS ACCESS TO DATA?

We may share your Personal Data with the following parties:

- we may need to share your personal information between members within the Yorkshire Cricket group (i.e. Yorkshire County Cricket Club, Yorkshire Cricket Foundation and Yorkshire Cricket Board) where this is necessary for the purposes set out in this notice;
- our business partners, suppliers and sub-contractors for the purpose of performing any contract we have with you or them. In particular, we use third party companies such as Two Circles to process your personal data in order to provide technology support services and delivery services;
- analytics and search engine providers that assist us in the improvement and optimisation of our website;
- credit reference agencies for the purpose of assessing your credit score where this is a condition of us entering into a contract with you; and
- 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 any legal agreement we have with you; or to protect our rights or property, or the safety of us, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

### 6.1 Transferring Your Data Internationally

The Personal Data we collect may be transferred to and stored in countries outside of the UK and the European Union. Some of these jurisdictions require different levels of protection in respect of Personal Data and, in certain instances, the laws in those countries may be less protective than the jurisdiction you are typically resident in. We will take all reasonable steps to ensure that your Personal Data is only used in accordance with this Privacy Notice and applicable data protection laws and is respected and kept secure. We will only transfer such personal data to third parties where we have carried out due diligence on such third parties to ensure they will protect your personal data and only where we have appropriate safeguards in place, as required under UK GDPR. You have a right to request a copy of these safeguards.

All information you provide to us is stored on our secure servers. Any payment transactions will be encrypted using SSL technology. 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, and we will maintain appropriate technical and organisation measures to protect your personal data, we cannot guarantee the security of your data transmitted to our website; 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.

For further details please contact us by using the details set out in **12. Contacting Us**.

## 7. HOW LONG WE KEEP PERSONAL INFORMATION FOR

We will only retain your personal information for as long as necessary to fulfil the purposes for which we collected it which will include satisfying any legal, accounting, or reporting requirements. Any personal data that we process will be deleted from our systems once we have completed the purpose for which we were processing the personal data. In some cases, the purpose for which we are processing your personal data will last for a considerable period (for example, if you are a long term customer of ours, we will need to store your data until our relationship with you comes to an end).

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements. We will take into consideration a number of factors such as your relationship with us, your engagement with us, and the fulfilment of contracts we have with you.

We may need to retain your personal data where this is necessary to comply with our legal or regulatory obligations, or to protect the vital interest or the vital interests of another natural person.

## 8. YOUR RIGHTS IN RELATION TO PERSONAL DATA

You have the following rights in relation to your Personal Data:

- Access and obtain a copy of your Personal Data on request;
- Require Yorkshire Cricket to change incorrect or incomplete Personal Data;
- Require Yorkshire Cricket to delete or stop of Processing your Personal Data, for example where the Personal Data is no longer necessary for the purposes of Processing;
- Object to the Processing of your Personal Data where Yorkshire Cricket is relying on its legitimate interests as the legal ground for Processing;
- Require Yorkshire Cricket to restrict Processing of your Personal Data, where certain requirements are met;
- Require Yorkshire Cricket to delete your Personal Data, where certain requirements are met;
- Request Yorkshire Cricket to transfer elements of your Personal Data either to you or another service provider ('right to data portability'), where certain conditions apply.

If you would like to exercise any of these rights, please contact the Data Protection Officer using the details set out at **12. Contacting Us**.

If you believe we have not complied with your data protection rights, you can complain to the Information Commissioner by writing to Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF, or online at [www.ico.org.uk](http://www.ico.org.uk).

However, we are here to help and encourage you to contact us to resolve your complaint first.

## 9. WHAT IF YOU DO NOT PROVIDE PERSONAL DATA?

Where we process your data because it is necessary to fulfil a contract that we are entering into with you, the consequence of not providing the Personal Data required is that we will not be able to conclude the relevant contract.

## **10. AUTOMATED DECISION-MAKING**

Yorkshire Cricket will not make decisions about you based solely on automated decision-making in connection with the purposes set out this Privacy Notice.

## **11. CHANGES TO THIS NOTICE**

We may update this Privacy Notice from time to time. When we change this notice in a material way, we will update the version date at the bottom of this page.

## **12. CONTACTING US**

In the event of any query or complaint in connection with the information we hold about you, please email Yorkshire Cricket Data Protection Officer at [data@yorkshireccc.com](mailto:data@yorkshireccc.com), or write to us at Headingley Cricket Ground, Kirkstall Lane, Headingley LS6 3DP.