

## Soccer Aid Productions Limited

### Privacy Notice

Please read this privacy notice and any other privacy notice or fair processing notice we may provide on specific occasions carefully, as it is designed to help you understand what information we collect, why we collect it, and how you can update, manage, export and delete your information.

This privacy notice supplements the other any notices you may have been provided with and is not intended to override them.

We do not and will not sell your data to third parties.

#### Who we are

Soccer Aid Productions Limited (**SAP**) is a company incorporated and registered in England and Wales with company number 10928864, with its registered office address at 1 Westfield Avenue, Stratford, London, England, E20 1HZ. SAP is a joint venture company operated by The United Kingdom Committee for [UNICEF \(UUK\)](#) and [Triple S Events Limited \(TSE\)](#) and is responsible for the staging, development, delivery, promotion and production of the annual charitable event called "Soccer Aid".

#### Data Controller

SAP may act as the Controller and for some projects as the Processor on behalf of other organisations. When acting as a Controller, SAP is responsible for processing your personal data as described in this privacy notice. This means that when we act as a Controller, we decide why we collect your data, how we collect it, what data is collected, how this data is going to be used and how this data is protected.

#### Our commitment

We respect your right to privacy and are committed to protecting it and complying with data protection law. We will always keep your personal data safe. We will be clear and open with you about why we collect your personal data and how we use it. Where you have choices or rights, we will explain them to you and respect your wishes.

#### Our contact details

Name: Privacy Manager, Soccer Aid Productions

Address: 1 Westfield Avenue, Stratford, London, England, E20 1HZ

Phone Number: 0845 521 2555

E-mail: [dpoaas@grcilaw.com](mailto:dpoaas@grcilaw.com)

#### Data protection officer (DPO)

We have appointed GRCI Law Limited as our DPO. If you have any questions about this privacy notice, our privacy practices or how we handle your personal data, please direct your questions to our DPO at [dpoaas@grcilaw.com](mailto:dpoaas@grcilaw.com).

#### What is meant by personal data?

Personal data is anything which may identify you as an individual e.g. your name, address, bank account detail, internet protocol (IP) address, username or other identifier.

Some personal data is unique to you and therefore requires greater protection. This data is referred to as special category data which includes information regarding your health, religious or philosophical beliefs, race or ethnicity to provide a few examples.

### **The type of personal data we collect**

We collect personal data from you when you provide it to us directly through your use of a SAP site. This may include:

- **Identity data** including your first name, last name and date of birth;
- **Contact data** including your billing address, email address and telephone number(s);
- **Location data** for example we may collect your location data from your IP address and telephone codes;
- **Transaction data** including details about payments to and from you and other details of services you have purchased from us;
- **Payment data** including details about payments including bank accounts, sort codes or credit card numbers;
- **Technical data** including IP address, your login data, browser type and version, time zone setting and location, browser plugin types and versions, operating system and platform, and other technology on the devices you use to access our website;
- **Profile data** includes your email and password, the services you have used on our site, your use of social media functions on our website for authentication, feedback and survey responses;
- **Usage data** includes information about how you use our website and the services you use;
- **Marketing and communications data** includes your preferences in receiving marketing from us and our third parties and your communication preferences;
- **Special Category Personal Data** is personal data that needs more protection because it is sensitive, and we may collect this type of personal data from you in the course of providing you with our services or during our interactions with you; and
- **Aggregated Data** We also collect, use and share aggregated data such as statistical or demographic data for any purpose. Aggregated data could be derived from your Personal Data but is not considered personal data in law as this data will not directly or indirectly reveal your identity. For example, we may aggregate your usage data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect aggregated data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data, which will be used in accordance with this privacy notice.

We will not process your special category personal data in order to aggregate it without a lawful basis to do so.

### **We use different methods to collect data from and about you, including:**

**Personal Data provided directly by you:** you may give us your personal data by filling in forms or surveys: on our website, or by corresponding with us by post, phone, email, chat or otherwise. This includes personal data you provide when you:

- Book tickets to attend one of our events or to receive general, marketing or commercial information;

- Request information regarding our events or associated merchandise;
- Purchase goods or service from us;
- Participate in one of our events;
- Enter a competition, promotion or survey; or
- Give us feedback or contact us.

### **Information we receive from third parties**

We may receive personal data about you from various third parties, such as:

- Contact, financial and transaction data from providers of technical, payment and delivery services (such as our ticketing partner (e.g. SEE Tickets));
- Technical data and device data from the following parties:
  - Analytics providers such as Google Analytics;
  - Advertising networks such as Google; and
  - Search information providers such as Google; and
- Aggregated data from the following parties:
  - Analytics providers e.g. Google;
  - Advertising networks; or
  - Search information providers.

### **How we get the personal data and why we have it**

Most of the personal data we process is provided to us directly by you for one of the following reasons:

- To meet our obligations to you;
- To provide you with your tickets, merchandise or other services or products you may have purchased;
- To contact you in relation to your purchase(s) or to notify you of changes to our service or products;
- To provide you with general information or marketing information;
- To manage our competitions and contact the winners;
- To enable other people or businesses to carry out work on our behalf;
- To enter a promotion or survey; and/or
- To provide feedback or asking us to contact you.

We also receive personal data indirectly, from the following sources in the following scenarios:

- If you contact our event hosts directly, they may provide us with your personal data to ensure you can attend our event;
- Third party ticket agents who may be engaged by us to manage ticket allocation and/or ticketing payments on our behalf; or
- An agent or other third party who is acting upon your behalf.

### **Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:**

- Your consent.** When our processing activity is based on the consent you are advised this is the legal basis in use, and you are required to go through the specific consent procedure. Please be

aware that you can withdraw your consent at any time. You can do this by following the specific consent withdrawal procedure provided to you or contacting us at [dpoaas@grcilaw.com](mailto:dpoaas@grcilaw.com);

- b) **We have a legal obligation.** For example, may be required to use your personal data to comply with laws. For example, if we are required to co-operate with a police investigation and/or comply with a court order;
- c) **We have a contractual obligation.** For example, where you have purchased a product(s) or service(s) and it is necessary for us to process your information to provide you with those product(s) or service(s); or
- d) **We have a legitimate interest.** When we rely on this, we will consider and balance any potential impact on you (both positive and negative) and your rights under data protection laws;

Where we process personal data for **our own legitimate business interest**, this relates to us managing our business to enable us to give you the best service/products and most secure experience, including:

- When we respond to your queries and complaints;
  - Managing our relationship with you;
  - Providing business function services such as administration and IT, network security and fraud prevention (including in the context of a business reorganisation or group restructuring exercise);
  - Making recommendations to you about events or products that may interest you;
  - Measuring and analysing the effectiveness of the advertising we use;
  - Ensuring that our marketing is tailored to your interests and to keep our records up to date and to provide you with marketing in accordance with the law;
  - Making suggestions and recommendations to you about products or services that may be of interest to you and necessary for our legitimate interests;
  - Capturing your service reviews, for example, when you buy products or services from us, we may follow it up with an enquiry about your experience to help us gauge customer satisfaction;
  - Using data analytics to improve our products/services, marketing, customer relationships and experiences;
  - Defining types of customers for our products and services, to keep our website updated and relevant, to develop our business and to inform our marketing strategy;
  - Studying how customers use our products or services in order to develop them, grow our business and inform our marketing strategy;
  - Enforcing or applying our website terms of use, our policy terms and conditions, or other contracts; and
  - Exercising our rights to defend ourselves from claims and to act in accordance with laws and regulations that apply to us and the third parties we work with.
- e) **Administration purposes.** For example, to:
- take or receive payment, deal with any transaction, respond to your queries, refund requests and complaints;
  - manage and store your chat sessions;
  - provide you with information and goods relevant to a particular event which may include notifying you of changes to our terms or privacy notice;

- process orders;
- ask you to leave a review or take a survey;
- contact you regarding updates or informative communications related to your involvement with us, the products, or services we are providing to you; or
- properly handle the information you submit to us enabling us to respond effectively (we may also keep a record of these queries to inform any future communications between us and to demonstrate how we communicated with you throughout our contractual relationship).

### **Using your data for other reasons**

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason. If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the Lawful Basis that allows us to do so.

### **Sharing your Personal Data safely**

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes. We only permit them to process your personal data for specified purposes and in accordance with our instructions.

### **Using Personal Data for marketing purposes**

We may use your personal data to provide you with information regarding our future events and merchandise which we think will be of interest to you, if you have authorised us or another organisation using our services to do so e.g. UUK whose privacy policy can be accessed [here](#).

You can choose to opt out of us using your personal data in this way by following the unsubscribe link included in each marketing email or by contacting us at [dpoaas@grcilaw.com](mailto:dpoaas@grcilaw.com).

### **Third parties with whom we share Personal Data**

We may share your personal data with the following organisations that help us manage our business and deliver our products, applications, or services, or where we are legally obliged to share information, including:

- Business partners, our employees, contractors' consultants, agents and professional advisors (including those engaged by our joint venture companies i.e. TSE and UUK).
- Insurance providers;
- Third parties carrying out services on our behalf, including billing, sales, marketing agencies, analytics, data storage, validation, security, fraud prevention and legal services;
- Our DPO for data privacy services;
- Third-party service providers to assist us with client insight analytics e.g. Google Analytics;
- Other third-party service providers such as couriers, IT systems or software providers, IT support, retailers or our merchandise or document and data storage providers;
- Third-party platforms to manage and deliver customer relationship management (CRM);
- Third-parties in the event of any merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our assets (including without limitation in connection with any bankruptcy or similar proceedings);
- Other organisations for the purposes of fraud/crime protection and investigation;

- Courts of law and government, regulatory authorities or third parties to the extent required by law, court order or a decision rendered by a competent public authority and for the purpose of law enforcement; or
- Other third-parties where we have asked for your consent.

### **Why we share your Personal Data**

As a general principle, we share personal data in order to facilitate or improve our services or products. We will get your express opt-in consent before we share your personal data with any third party for marketing purposes.

You can opt out of us using your personal data for marketing purposes by following the unsubscribe link included in each marketing email or by contacting us at [dpoaas@grcilaw.com](mailto:dpoaas@grcilaw.com).

From time to time, we may share personal data and other information that we have collected about you:

- To get help run our business, and deliver our products and services to you;
- Where we are legally required to do so, such as in response to court orders or legal process, or to establish, protect or exercise our legal rights or to defend against legal claims or demands;
- Where we are acquired by or merged with another entity (in which case we will require such entity to assume our obligations under this privacy notice or inform you that you are covered by a new privacy notice);
- If we believe it is necessary in order to investigate, prevent or act regarding illegal activities, fraud, or situations involving potential threats to the rights, property or personal safety of any person, or other such circumstances; or
- If we believe it is necessary to investigate, prevent or act regarding situations that involve abuse of our infrastructure or the Internet in general (such as voluminous spamming, denial of-service attacks, or attempts to compromise the security of the website infrastructure), or to otherwise protect our assets or rights.

### **Sharing your Personal Data**

We share your personal data with our ticketing agents, event hosts and our other third-party service providers.

We may send personal data outside of the country generally for reasons including, but not limited to, processing and storage by our service providers. For example, we may have Cloud storage providers with data storage facilities in the US, Europe, or other countries.

When we do this, we will ensure it has an appropriate level of protection and the transfer is made in accordance with data protection law. Often, this protection is set out under a contract with the organisation that receives that information. You can find more details of the protection given to your information when it is transferred overseas by contacting us.

### **Data Security**

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties that have

a business need to know. They will only process your personal data on our instructions, and they are subject to a duty of confidentiality.

### **Risk**

Unfortunately, the transmission of information via the Internet is not completely secure. Although we will do our best to protect your personal data, we do not have any control over what happens between your device and the boundary of our information infrastructure. You should be aware of the many information security risks that exist and take appropriate steps to safeguard your own information.

### **Encryption**

All information you provide to us is encrypted in rest and in transit. Any payment transactions will be encrypted.

### **Data breach**

We have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

### **Third-party websites, plugins and services links to other websites**

You should be aware that information about your use of this website (including your IP address) may be retained by your ISP (Internet Service Provider), the hosting provider and any third party that has access to your Internet traffic.

Our website may contain links to third-party websites and plugins, for instance a social media login plugin. If you choose to use these websites, plugins, or services, you may disclose your information to those third parties.

We are not responsible for the content or practices of those websites, plugins, or services. The collection use and disclosure of your personal data will be subject to the privacy notices of these third parties and not this Privacy Notice. We urge you to read the privacy and cookie notices of the relevant third parties.

### **Use by children**

We do not target children, and our website is not intended to attract children. Accordingly, our online services that collect personal data are not directed at and should not be accessed by individuals under the age of 18 years, and we request that such individuals do not provide any personal data to us.

Minors must obtain express consent from parents or legal guardians before accessing or providing any personal data. If notified by a parent or guardian, or discovered by other means, that a minor under the age of 18 has provided their personal data to us, we will delete the minor's data that is in our possession.

### **Retention of Personal Data**

We will keep your personal data in line with our data retention policy for no longer than is necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the 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.

### **Your data protection rights**

Under data protection law, you have rights including:

**Your right to be informed** - We have a legal obligation to provide you with concise, transparent, intelligible, and easily accessible information about your personal data and our use of it.

**Your right of access** - You have the right to ask us for copies of your personal data. This right always applies. There are some exemptions, which means you may not always receive all the information. When you request this data, this is known as making a data subject access request (DSAR). In most cases, this will be free of charge; however, in some limited circumstances, for example repeated requests for further copies, we may apply an administration fee.

**Your right to rectification** - You have the right to ask us to rectify personal data you think is inaccurate. You also have the right to ask us to complete information you think is incomplete. This right always applies.

**Your right to erasure** - You have the right to ask us to erase your personal data in certain circumstances. We have the right to refuse to comply with a request for erasure if we are processing the personal data for one of the following reasons:

- To exercise the right of freedom of expression and information.
- To comply with a legal obligation.
- To perform a task in the public interest or exercise official authority.
- For archiving purposes in the public interest, scientific research, historical research or statistical purposes.
- For the exercise or defence of legal claims.

**Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal data in certain circumstances. We will still hold the data but will not process it any further. This right is an alternative to the right to erasure. If one of the following conditions applies, you may exercise the right to restrict processing:

- The accuracy of the personal data is contested.
- Processing of the personal data is unlawful.
- We no longer need the personal data for processing, but the Personal Data is required for part of a legal process.
- The right to object has been exercised and processing is restricted pending a decision on the status of the processing.

**Your right to object to processing** - You have the right to object to processing in certain circumstances. You can also object if the processing is for a task carried out in the public interest, the exercise of official authority vested in you, or your legitimate interests (or those of a third party).

**Your right to data portability** - This right only applies if we are processing information based on your consent or for the performance of a contract and the processing is automated.

Please contact us at [dpoaas@grcilaw.com](mailto:dpoaas@grcilaw.com) if you wish to make a request.



**How to exercise your rights**

In most circumstances, you do not need to pay any charge for exercising your rights. We have one calendar month to respond to you.

To exercise your rights or get more information about exercising them, please contact us using the details above and providing us with enough information to identify you.

**How to complain**

If you have any concerns about our use of your personal data, we hope we can resolve any query or concern you may have in relation to our processing of your personal data and ask that you contact us in the first instance at [dpoaas@grcilaw.com](mailto:dpoaas@grcilaw.com).

You can however, at any time, contact the Information Commissioners Office (ICO) if you unhappy with how we process your personal data or if you are unhappy with our response to your complaint using the contact details below:

ICO website: <https://www.ico.org.uk> ICO

Helpline number: 0303 123 1113

ICO postal address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF