

BLUES TRUST
PRIVACY NOTICE FOR OUR MEMBERS

We are committed to respecting your privacy. This notice is to explain how we may use personal information we collect before, during and after your membership with us. This notice applies to you if you have registered to become or are a member of Blues Trust. This notice explains how we comply with the law on data protection, what your rights are and for the purposes of data protection we will be the controller of any of your personal information.

References to **we**, **our** or **us** in this privacy notice are to the **Blues Supporters Society Limited (Blues Trust)**

We have not appointed a Data Protection Officer to oversee our compliance with data protection laws as we are not required to do so, but our Treasurer has overall responsibility for data protection compliance in our organisation. Contact details are set out in the "Contacting us" section at the end of this privacy notice.

1. PERSONAL INFORMATION WE MAY COLLECT FROM YOU

Depending on the type of membership you register for with us, you may provide us with or we may obtain **personal information** about you, such as information regarding your:

- personal contact details that allows us to contact you directly such as name, title, email addresses and telephone numbers;
- date of birth;
- gender;
- membership start and end date;
- other information included as part of the application process for membership;
- records of your interactions with us such as telephone conversations, emails and other correspondence and your instructions to us;
- any payment details you provide so that we can receive payments from you and details of the financial transactions with you (credit/debit card details are not collected or retained by us);
- use of and movements through our online portal, passwords, personal identification numbers, IP addresses, user names and other IT system identifying information;
- records of your attendance at any events hosted by us;
- images in video and/or photographic form and voice recordings;
- your marketing preferences so that we know whether and how we should contact you.
- any disciplinary and grievance information;

2. WHERE WE COLLECT YOUR INFORMATION

We typically collect personal information about our members when you apply to become a member, you register an account with us through our website, when you purchase any services or products we offer, when you make a query and/or complaint or when you correspond with us by phone, e-mail, through our web site or in some other way. Information is also collected when you respond to surveys and questions we ask.

3. USES MADE OF THE INFORMATION

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

Purpose	Personal information used	Lawful basis
To administer any membership you have with us and managing our relationship with you, including dealing with payments and any support, service or product enquiries made by you	All contact and membership details, transaction and payment information, records of your interactions with us, and marketing preferences.	This is necessary to enable us to properly manage and administer your membership contract with us.
To arrange and manage any contracts for the provision of any services or products	Contact details, transaction and payment information. Records of your interactions with us.	This is necessary to enable us to properly administer and perform any contract for the provision of any services and products you have purchased from us.
To send you information which is related to your membership, including newsletters, notifications, competitions and events, partner offers and discounts and any updates on BCFC, items of general football and organisations to which we belong	Contact and membership details.	This is necessary to enable us to properly manage and administer your membership contract with us.
To send you marketing information we think you might find useful or which you have requested from us, including renewal notices and requests, our newsletters, information about membership, events, products	Contact details and marketing preferences.	This is necessary for us to carry out our business aims of retaining and increasing membership
To answer your queries or complaints	Contact details and records of your interactions with us	We have a legitimate interest to provide complaint handling services to you in case there are any issues with your membership.
Retention of records	All the personal information we collect.	We have a legitimate interest in retaining records whilst they may be required in relation to complaints or claims. We need to retain records in order to properly administer and manage your membership and run Blues Trust and in some cases we may have legal or regulatory obligations to retain records.
The security of our IT systems	Your usage of our IT systems and online portals.	We have a legitimate interest to ensure that our IT systems are secure.

To conduct data analytics studies to better understand membership trends, event attendance , web site activity and trends within the sport	Records of your attendance at any events, competitions hosted by us and visits/ comments left on our web site	We have a legitimate interest in doing so to ensure that our membership is targeted and relevant.
For the purposes of promoting Blues Trust, our events and membership packages.	Images in video and/or photographic form.	Where you have given us your explicit consent to do so.
To comply with health and safety requirements	Records of personal details required for events that we may in the future request and retain	We have a legal obligation and a legitimate interest to provide you and other members of our organisation with a safe environment in which to participate in activities.
To administer your attendance at any courses or programmes you sign up to	All contact and membership details, transaction and payment data.	This is necessary to enable us to register you on to and properly manage and administer your attendance on the course and/or programme.
To gather evidence for possible grievance or disciplinary hearings	All the personal information we collect	We have a legitimate interest in doing so to provide a safe and fair environment for all members and to ensure the effective management of any disciplinary hearings, appeals and adjudications.

For some of your personal information you will have a legal, contractual or other requirement or obligation for you to provide us with your personal information. If you do not provide us with the requested personal information we may not be able to admit you as a member or we may not be able to properly perform our contract with you or comply with legal obligations and we may have to terminate your membership. For other personal information you may not be under an obligation to provide it to us, but if you do not provide it then we may not be able to properly perform our contract with you.

4. **DIRECT MARKETING**

We may in the future use **Email, post and SMS marketing**: from time to time, we may contact you by email, post or SMS with information about products and services we believe you may be interested in.

We will ask you for your marketing preferences and whether you wish not to receive direct marketing before we send marketing messages to you in accordance with the marketing preferences you set. You can then let us know at any time that you do not wish to receive marketing messages by emailing us. You will also be able to unsubscribe from marketing by clicking on the unsubscribe link in any marketing messages we send to you.

5. **DISCLOSURE OF YOUR PERSONAL INFORMATION**

We do not disclose your personal information except as set out within this policy statement

6. **TRANSFERRING YOUR PERSONAL INFORMATION INTERNATIONALLY**

The personal information we collect is not transferred to and stored in countries outside of the UK and the European Union.

7. **HOW LONG DO WE KEEP PERSONAL INFORMATION FOR?**

The duration for which we retain your personal information will differ depending on the type of information and the reason why we collected it from you. However, in some cases personal information may be retained on a long-term basis: for example, personal information that we need to retain for legal purposes will normally be retained in accordance with usual commercial practice and regulatory requirements. Generally, where there is no legal requirement we retain all physical and electronic records for a period of 6 years after your last contact with us or the end of your membership. Exceptions to this rule are:

- Details regarding unsuccessful membership applicants where we hold records for a period of not more than 12 months;
- Information that may be relevant to personal injury or discrimination claims may be retained until the limitation period for those types of claims has expired. For personal injury or discrimination claims this can be an extended period as the limitation period might not start to run until a long time after the event.

It is important to ensure that the personal information we hold about you is accurate and up-to-date, and you should let us know if anything changes, for example if you change your phone number or email address. You are able to update some of the personal information we hold about you through our membership portal. Alternatively, you can contact us by using the details set out in the "**Contacting us**" section below.

8. **YOUR RIGHTS IN RELATION TO PERSONAL INFORMATION**

You have the following rights in relation to your personal information:

- the right to be informed about how your personal information is being used;
- the right to access the personal information we hold about you;
- the right to request the correction of inaccurate personal information we hold about you;
- the right to request the erasure of your personal information in certain limited circumstances;
- the right to restrict processing of your personal information where certain requirements are met;
- the right to object to the processing of your personal information;
- the right to request that we transfer elements of your data either to you or another service provider; and
- the right to object to certain automated decision-making processes using your personal information.

You should note that some of these rights, for example the right to require us to transfer your data to another service provider or the right to object to automated decision making, may not apply as they have specific requirements and exemptions which apply to them and they may not apply to personal information recorded and stored by us. For example, we do not use automated decision making in relation to your personal data. However, some have no conditions attached, so your right to withdraw consent or object to processing for direct marketing are absolute rights.

Whilst this privacy notice sets out a general summary of your legal rights in respect of personal information, this is a very complex area of law. More information about your legal rights can be found on the Information Commissioner's website at <https://ico.org.uk/for-the-public/>.

To exercise any of the above rights, or if you have any questions relating to your rights, please contact us by using the details set out in the "Contacting us" section below.

If you are unhappy with the way we are using your personal information you can also complain to the UK Information Commissioner's Office or your local data protection regulator. We are here to help and encourage you to contact us to resolve your complaint first.

9. **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. For significant changes to this notice we will try to give you reasonable notice unless we are prevented from doing so. Where required by law we will seek your consent to changes in the way we use your personal information.

10. **CONTACTING US**

In the event of any query or complaint in connection with the information we hold about you, please email admin@blustrust.org or write to us at Blues Trust c/o Anthony Collins (Solicitors) ,134 Edmund Street, Birmingham, B3 2ES