



## Berkshire Cricket

### PRIVACY POLICY

Policy updated: April 2025

Next Review Date: April 2027

### Table of Contents

Policy Statement.....	2
What personal information do we collect about you? .....	2
How will we use your personal information?.....	2
Disclosure of your personal information.....	3
What if you do not want to receive marketing information? .....	3
How long will you retain my data? .....	3
Cookies and other information-gathering technologies .....	4
What are 'Cookies'?.....	4
How does Berkshire Cricket use Cookies? .....	4
Strictly Necessary Cookies: .....	4
Analytical/Performance Cookies: .....	4
Functionality Cookies: .....	4
Targeting Cookies: .....	4
Tracking Cookies:.....	4
Managing Cookies .....	5
Changes to this Cookies policy .....	5
How we protect and keep your personal information .....	5
Overseas transfers.....	5
Access to your personal information and updating and correcting your personal information .....	5
Social media followers.....	6
Changes to Privacy Notice .....	6
How to contact Berkshire Cricket.....	6

## Policy Statement

Berkshire Cricket takes your privacy very seriously. We ask that you read this Privacy Notice carefully as it contains important information about what to expect when we collect personal information about you, including how we will use your personal data and the steps that we take to ensure that it is kept safe.

Berkshire Cricket shall process all personal information in accordance with data protection legislation and regulations relating to the processing of personal data and privacy, including but not limited to the General Data Protection Regulation (EU) 2016/679).

Berkshire Cricket is responsible as 'controller' of personal information for the purposes of those laws.

## What personal information do we collect about you?

In order to provide you with our services and products and for other lawful reasons related to membership, administration and the legitimate interests of Berkshire Cricket, we may collect personal information about you from our website, telephone conversations, emails, and written and oral communications. We may, for example, keep a record of your name, address, email address, telephone number and date of birth. We may also record details of any disability or health related requirements you may have at the time of making a booking for an event or service, for example, to help ensure your safety.

In addition to the information you knowingly provide, Berkshire Cricket collects the domain names and IP addresses of its visitors to the website: [www.berkshirecricket.org](http://www.berkshirecricket.org) along with usage statistics (for example, types of web browsers and operating systems used) and browsing history. This data is used to promote our services. Berkshire Cricket may combine this information with the personally identifiable and other information it collects.

## How will we use your personal information?

We will primarily use your personal information to provide our services and products to you.

We may also use your personal information for one or more of the following purposes:

- a. to process requests and purchases and manage your interactions with us;
- b. to communicate with you about services or products you have requested from us: for example, in the event that the service or product you have requested is unavailable; or if there is a query or problem with your requests; or when (in accordance with your preferences) we keep in touch with you about similar services or products;
- c. for Berkshire County Cricket Club Members: administration of your membership (or application for membership), including providing Member benefits and keeping in touch;
- d. for record-keeping purposes (for example, for membership archives);
- e. to recover debt and to help us to prevent fraud;
- f. to fulfil our legal obligations (for example, where we are required to keep records of transactions or share information with authorities);
- g. to improve the quality of our services;
- h. subject to the terms of this Notice and your preferences, for marketing purposes (including fundraising on behalf of ourselves and Berkshire Cricket, and so that we can improve and tailor the services and/or products we offer you;
- i. to create an individual profile for you so that we can enhance your user experience, to

- understand and respect your preferences and to provide newsletters and details of relevant offers and opportunities where you have agreed to receive them; and
- j. for other legitimate business or governance purposes, including analysis of trends in support and participation for the benefit of cricket and the Foundation.

We may also use aggregate information and statistics for the purposes of monitoring website usage in order to help us to develop our website and our services. We may also provide such aggregate information to third parties, but these statistics will not include information that can be used to identify you.

## **Disclosure of your personal information**

Subject to your preferences (which may be altered at any time by contacting Berkshire Cricket), your personal information may be shared with carefully selected partners, sponsors and licensees whose services and/or products we think may be of interest to you. Your preferences may be in the form of a consent given during the registration process or by other means, or a request for more information about an offer from one of our partners or sponsors.

Those third parties may then contact you directly to tell about their services and/or products, having checked with us where necessary to ensure you are a Member or supporter (if applicable), or we may contact you on their behalf. A list of our current partners and sponsors can be requested by contacting Berkshire Cricket.

In addition, in order to provide our services and products, we may, occasionally, appoint other organisations to carry out some of the processing activities on our behalf. These may include, for example, technology hosts, printing companies and mailing houses. In these circumstances, we will ensure that personal information is properly protected and that it is only used in accordance with this Privacy Notice.

In limited circumstances, we may disclose your personal information to third parties if we are under a legal obligation to do so, or because it is necessary to share with a governing body for the administration or governance of the sport of cricket.

## **What if you do not want to receive marketing information?**

We consider it is in Berkshire Cricket's legitimate interest to keep you informed about what we and our partners offer. If you would rather not receive marketing information from us or any other third party to whom we may disclose your personal information, please contact us (see the section "How to contact Berkshire Cricket" below

If you agree to us providing you with marketing information or Berkshire Cricket news, you can always opt out at a later date or narrow your preferences. You are in control of what you receive. However, please note that where you withhold or withdraw your consent to be contacted in this way, we may be unable to keep you informed of new services, products, events and/or special offers that may interest you.

## **How long will you retain my data?**

We process data for as long as you are an active user and for 6 years after this. We will also, where you have consented to marketing, continue to sending you marketing whilst you are an active user. An active user is a supporter that has opened an email from us or bought something from us within the last 3 seasons. We will also remove you from our marketing lists where you have not engaged in the previous 3 seasons.

If you choose to opt out of marketing, we will remove you from our lists but keep a record of the

fact that you have asked us not to send you direct marketing or to process your data indefinitely so that we can respect your request in future.

Where we process personal data in connection with performing a contract or for a competition, we keep the data for 6 years from your last interaction with us.

We keep information relating to our suppliers and partners for at least 6 years following the contract, although we may hold it longer where required by law, such as for accounting purposes. Where we process CCTV footage, we hold this for a month.

Where we process personal data to meet legal requirements, we hold this for as long as the law requires – for example, we hold health and safety accident records for 7 years.

## Cookies and other information-gathering technologies

Our website [www.berkshirecricket.org](http://www.berkshirecricket.org) uses cookies.

### What are 'Cookies'?

Cookies are small pieces of information that are stored by your browser on your computer's hard drive. They are often used as a mechanism for websites to remember things that a website browser has done there in the past, for example, clicking on particular buttons, logging in, or having read pages on that site months or years ago.

### How does Berkshire Cricket use Cookies?

In common with many other website operators, we use cookies on our website. We use them to enrich your experience of using the website by allowing us to tailor what you see to what we have learned about your preferences during your visits to the site. Our cookies are also used to enable us to develop our website to reflect our supporters and customers interests by noting who has seen which pages and advertisements, how frequently particular pages are visited and determining the most popular areas of our website. We and carefully selected third parties also use cookies to show you more relevant advertising online.

In general, we use the following types of cookie:

**Strictly Necessary Cookies:** These are cookies that are required for the operation of our website.

They include, for example, cookies that enable you to log into secure areas of our website, use the shopping cart feature when buying event tickets etc.

**Analytical/Performance Cookies:** These allow us to recognise and count the number of visitors and see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users can find what they are looking for easily.

**Functionality Cookies:** These are used to improve the functional performance of the website and make it easier for you to use. For example, they are used to remember that you have previously visited the website and asked to remain logged in to the website.

**Targeting Cookies:** These cookies record your visit to our website and your browsing habits, such as the pages you have visited and the links you have followed. They are used to deliver advertising which is more relevant to your interests and also may be used to limit the number of times that you see an advertisement. They may be placed by us or by advertising networks with our permission. Please note, these cookies do not contain any of your personal information. For details on how to manage cookies and how to opt out of targeted marketing see below.

**Tracking Cookies:** These allow us to digital track the emails we send to you. We use these to ensure you receive appropriate information and do not receive multiple communications about the same thing.

By continuing to use our website without choosing to delete/block cookies, you agree that we can place these types of cookies on your device.

## Managing Cookies

You can manage cookies by activating the setting on your internet browser that allows you to refuse the setting of all or some cookies. Please refer to the instructions or the online help files available via your relevant browser if you wish to manage cookies in this way. Alternatively, please visit [www.allaboutcookies.org](http://www.allaboutcookies.org) for further information. To manage cookies relating to targeted advertising activities, you can visit [www.youronlinechoices.com](http://www.youronlinechoices.com). To opt-out of being tracked by Google Analytics across all websites you can visit [tools.google.com/dlpage/gaoptout](http://tools.google.com/dlpage/gaoptout). Please note, if you refuse cookies this may mean that you can't use some of the additional features of our website and may not be able to access certain parts of the website.

## Changes to this Cookies policy

We aim to meet high standards and our policies and procedures are, therefore, constantly under review. From time to time we may change how we use and place cookies. Accordingly, we recommend that you check this page periodically in order to review our current policies and practices.

## How we protect and keep your personal information

We keep your personal data for no longer than necessary for a lawful purpose, such as processing a purchase (or for a reasonable period after the purchase so that we can process any claim or query); or, if applicable, to administer and keep a permanent record of your membership of or ticket purchase from Berkshire Cricket. We will also keep your contact details for as long as we believe you wish to hear from us using those contact details.

Berkshire Cricket takes the security of your personal information seriously. Berkshire Cricket will attempt to protect against the loss, misuse and alteration of your personal information. Berkshire Cricket has implemented reasonable administrative, technical and physical measures to protect your personal information.

However, you should be aware that the use of the Internet is not entirely secure and for this reason we cannot guarantee the security or integrity of any personal information which is transferred from you or to you via the Internet. We are not responsible for the contents or policies of external websites and recommend that you check the privacy and security policies and procedures of every website that you use and submit your personal details to.

## Overseas transfers

The information you provide may be transferred to countries outside the European Economic Area (EEA) that do not have similar protections in place regarding your data and restrictions on its use as set out in this Notice. However, we will take steps to ensure adequate protections are in place to ensure the security of your information. The EEA comprises the EU member states plus Norway, Iceland and Liechtenstein. By submitting your information, you agree to these transfers for the purposes specified above.

## Access to your personal information and updating and correcting your personal information

You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all of your personal information, please send an email to [foundation@berkshirecricket.org](mailto:foundation@berkshirecricket.org)

We want to ensure that your personal information is accurate and up to date. If any of the information that you have provided to us changes, for example if you change your email address or

name, please amend your details by contacting Berkshire Cricket at [foundation@berkshirecricket.org](mailto:foundation@berkshirecricket.org)

You may ask us, or we may ask you, to correct information you or we think is inaccurate, and you may also ask us to remove information which is inaccurate or unnecessary. You have various other rights including the right to object to or restrict certain types of data processing, to withdraw consent where you have given it, to ask us to transfer your data to a third party, and to raise any concerns with the Information Commissioner.

## Social media followers

### Interaction on social media

If you follow one of our social media accounts, we receive basic personal data about you according to your profile: your account name, gender, general interests, location, age. You may also communicate with us directly and provide content in this way. Our legal basis for processing this data is our legitimate interest in providing social media and marketing content that is of interest to our followers on social media.

### Data Uses

This personal data will be used within the terms and functionality of the social media sites.

### Data Sharing

We are not responsible for the user terms or activities of third party sites. However, Berkshire Cricket will not sell your information nor permit others to do so. We will not share your information with any third party except as stated in this Privacy Notice or as required to operate our social media sites, provide our services and/or products to you and/or administer your account.

## Changes to Privacy Notice

We keep our Privacy Notice under regular review. If we change our Privacy Notice we will post the changes on this page, where appropriate, place notices on other pages of the website and advertise on our social media platforms. Any material changes that affect how your personal data is used will be provided to you, so that you may be aware of the information we collect and how we use it at all times.

## How to contact Berkshire Cricket

If you would like to contact Berkshire Cricket with any queries about our Privacy Notice, please send an email to [foundation@berkshirecricket.org](mailto:foundation@berkshirecricket.org) or write to us attention GDPR at Berkshire Cricket, Falkland CC, Enborne Street, Newbury, Berkshire, RG14 6TW.

If you wish to raise a query with the Information Commissioner, you may do so at [www.ico.org.uk](http://www.ico.org.uk) or on 0303 123 1113