



Chelsea FC Foundation Soccer Schools – Privacy Information for parents

This document describes the information we collect from and about you and your children in connection with our UK Chelsea Soccer Schools programme. It also explains your rights and how to contact us if you have any questions about your Personal Information.

1. About Data Protection Law

Data Protection Law exists to protect and safeguard everybody's personal information and to give individuals rights in relation to their own personal information. In the UK, the main laws dealing with data protection are the General Data Protection Regulation (the GDPR, which applies across the EU) and the Data Protection Act 2018.

2. About us

This notice applies to all personal information which the Chelsea FC Foundation collects in the course of operating its UK Chelsea Soccer Schools programme (www.chelseasoccerschools.co.uk).

3. What Information do we collect?

We collect personal information from you when you provide it to us directly either through the www.chelseasoccerschools.co.uk website or when you and your child attend a Chelsea Soccer Schools event. This information may include:

- Your and your child's personal details, including name, address, email address and telephone number, emergency contact details, ethnicity, disability and medical details.
- Transaction and billing information when you book a place at a Chelsea Soccer School (e.g. a record of your purchases, credit/debit card details and delivery information).
- Records of your interactions with us (e.g. if you contact us, deal with us at a Chelsea Soccer Schools event or interact with us on social media).
- Audio and/or visual recordings may be taken of you while you are at our premises and/or at a Chelsea Soccer Schools event.
- Information you provide us when you enter a competition or participate in a survey;

We may combine the information collected in connection with the Chelsea Soccer Schools programme with information we collect from you elsewhere, for the purposes of better understanding our customers and fans and to improve our marketing, as well as for security purposes.

4. How do we use Personal Information?

Generally speaking, we will use your and your child's personal information for the following purposes:

- To provide the Chelsea Soccer Schools events and other activities to you and your child.
- To market to you if we have your consent to do so (but we will never market to your child).
- To manage and respond to any queries or complaints to us.

- To improve and maintain the www.chelseasoccerschools.co.uk website, and monitor its usage.
- For market research, e.g. we may contact you for your opinions and comments.
- For security purposes, to investigate fraud or abuse, and where necessary to protect ourselves and third parties.
- To investigate breaches of our contracts, policies or Terms and Conditions.
- To comply with our legal and regulatory obligations.
- In the case of medical, disability and/or allergy information, to treat your child in the case they require medical treatment (and we are permitted to administer it) and to adjust our Soccer Schools events as necessary.

We rely on the following legal bases, under data protection law, to process your Personal Information:

- Because the processing is necessary to perform a contract with you, or take steps prior to entering into a contract with you (e.g. where you have made a purchase with us, we use your Personal Information to process the payment and fulfil your order).
- Because we have obtained your consent (e.g. where you contact us with a query, where you add optional information to your account profile, or if you consent to receive marketing from us). You are free to withdraw your consent at any time.
- Because it is in our legitimate interests in operating our business, for security purposes, to protect our staff, players, premises and reputation, for fraud prevention and to operate and promote the Chelsea FC Foundation.

5. How do I unsubscribe from Marketing?

If you no longer want to receive marketing communications from us (or would like to opt back in!), you can change your preferences at any time by contacting us via any of the methods given at the in the **'Contact us'** section at the end of this Policy, or by using the 'unsubscribe' mechanism in the promotional message or updating your contact preferences in your account. If you unsubscribe from marketing, please note we may still contact you with service messages from time to time (e.g. ticket confirmations, and information about your legal rights). Once you unsubscribe, you may continue to receive marketing messages for a few days while we action your unsubscribe request.

6. Who do we share this Personal Information with?

We share Personal Information with third parties in the following circumstances:

- With Chelsea Football Club in connection with our Soccer Schools programme, as Chelsea Football Club assists us in managing and operating the programme.
- With the Premier League Charitable Fund, who provides some of our funding, in order to monitor participation and equality in our charitable activities. The Premier League Charitable Fund stores this personal information in its secure software system called VIEWS.
- With our suppliers and service providers working for us, e.g. payment processors and technology companies, including Sports Fusion, who operate the www.chelseasoccerschools.co.uk website on our behalf.
- With our professional and legal advisors.
- With third parties engaged in fraud prevention and detection.
- With law enforcement or other governmental authorities or regulatory bodies, e.g. to report a fraud or in response to a lawful request.

- In the event that we sell any business assets, your Personal Information may be disclosed to a potential buyer. In this event, we will make reasonable attempts to ensure the buyer will be bound to use your personal information in accordance with this notice.
- Otherwise where we have your consent or are otherwise legally permitted to do so.

7. Where is your Personal Information stored, and how long is it kept?

Our servers are located in Europe. However, we use service providers based around the world. Consequently, your Personal Information may be processed in countries outside of Europe, including in countries where the local laws do not provide the same level of data protection as those in Europe. If we transfer Personal Information outside the European Economic Area we will, as required by applicable law, ensure that your privacy rights are adequately protected by appropriate safeguards. These safeguards may include the EU's standard contractual clauses or the EU-US Privacy Shield. Please contact us if you would like more information about these safeguards.

We will keep your Personal Information for as long as we need it for the purposes set out above, and so this period will vary depending on your interactions with us and the nature of the Personal Information. We may also keep a record of correspondence with you (for example if you have made a complaint) for as long as is necessary to protect us from a legal claim. Where we no longer have a need to keep your information, we delete or anonymise the relevant information. Please note that where you unsubscribe from our marketing communications, we will keep a record of your email address and/or phone number (as applicable) to ensure we do not send you marketing emails in future.

8. How do we protect information?

We take the security of your Personal Information very seriously. We have put in place technical and organisational security measures to prevent the loss or unauthorised access of your Personal Information. Your Personal Information is contained behind secured networks and is only accessed when necessary. A limited number of people have special access rights to such systems and they are required to keep the information confidential. When you place orders or access your Personal Information, we offer the use of a secure server. All credit/debit card information you supply is transmitted via Secure Socket Layer (SSL) technology and then encrypted into our databases to be accessed only as stated above.

Whilst we have used our best efforts to ensure the security of your Personal Information, please be aware that we cannot guarantee the security of information transmitted over the internet.

9. Monitoring of Telephone Calls

If you contact us by telephone, we may monitor or record the call for security purposes and to improve the quality of services that we provide to you.

10. Your rights regarding your Personal Information

You have certain rights in respect of your Personal Information, including the right to access, correct, restrict, and request the erasure of your Personal Information, and obtain a copy of it in a machine-readable format. You also have the right to object to your Personal Information being used for certain purposes, including to send you marketing.

We will comply with any requests to exercise your rights in accordance with applicable law. Please be aware, however, that there are a number of limitations to these rights, and there may be

circumstances where we are not able to comply with your request. To make any requests regarding your Personal Information, or if you have any questions or concerns regarding your Personal Information, you should contact us using the details below. You are also entitled to contact the UK Information Commissioner's Office if you have any concerns.

11. Contact us

If you have any queries on any aspect of this notice or wish to exercise any of your rights referred to above, please contact us by email at enquiries@chelseafc.com.