



How Your Information Is Used

Privacy notice

Fan Service – Complaints

This document is designed to give you important information about how your information is collected and used by Burnley Football & Athletic Co. Ltd (“Burnley FC”, “BFC”) for the purpose of complaint resolution

1. Privacy notice

Burnley FC has a number of privacy notices to explain how each service or function operates. Each Privacy notice is for a specific information purpose.

- Tier One – Overarching Principles and definitions
- Tier Two – Specific to the information type and purpose

2. How your information is used

Burnley FC takes complaints and concerns seriously – we will always investigate and try to resolve them to your satisfaction. To do so, we must collect information to identify you and understand what your complaint

is. We will need to share this information within the Club and may need to share it with external parties if this is relevant to your complaint.

We monitor our complaints to continuously improve our service and supporter experience. You will not be identifiable in our performance reports.

3. What personal data do we collect?

- Identifiers, such as name, address, date of birth
- Unique reference number, such as the membership or fan reference number
- Contact details, such as address, telephone number, email address
- Sensitive identifiers - ethnicity, sexual orientation, religion
- Clinical / Health information, including disabilities, special needs
- Transactions with the Club, including ticket history, purchasing and seat allocations
- Personal financial details, such as payment processing
- Personal interests, likes and behaviours
- Other – details of your complaint or concern

4. Where do we collect receive information about you from?

- Directly from you
- Other

5. Who has access to your information

Information is only accessed when there is an authorised purpose.

- BFC – Ticketing
- BFC – Marketing



- BFC – Finance
- BFC – Fan based Services
- Specific Department
- Supplier / External Agency
- Other

6. Who your information may be shared with?

- BFC – Ticketing
- BFC – Marketing
- BFC – Finance
- BFC – Fan based Services
- Specific Department - departments associated with your complaint to seek resolution and improve services
- Sponsors and Official Partners
- Supplier / External Agency – organisations working with or on behalf of Burnley FC, if required as part of your complaint; for example, Advanced (Ticketing) Medoc (Retail)
- As required by law, e.g. A Court Order
- Other

Burnley Football & Athletic Co. Ltd is registered as a Data Controller – registration number Z8083676

7. Is your consent required?

- Yes
- Consent is not required. The lawful basis for processing is that customer services and complaint resolution is a legitimate interest of Burnley FC Football Club. This in turn will improve the experience of our supporters.

8. Can you opt-out from this use of information or object to the processing?

- Yes – please contact the Data Protection Officer or Fans Services team. This may affect the Club’s ability to resolve your complaint or concern
- No, the information is anonymised and you are not identifiable within it
- No, this information use is required by law

9. What rights to your information do you have?

- View / copies of the information – called subject access.

Other rights you have may include:

- Rectify (correct)
- Erase (right to be forgotten)
- Restrict
- Object
- Data portability
- Objections to profiling and automated decision making

The Information is routinely retained for 6 years in accordance with the Burnley FC Information Retention Policy

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Contact the Data Protection Officer to exercise or discuss your rights

10. Additional Use

Your information will also be used for

- Marketing – you can opt out at any time
- Statistical purposes – you will not be identifiable in statistical and aggregate reports
- Other

11. What to do if you have a complaint or require further information?

General enquiries about how your information is used, or for further Privacy notices, please contact the Data Protection Officer:

- ☎ 07831 869942
- ✉ Data Protection Officer, Burnley Football Club, Turf Moor, Burnley, Lancashire, BB10 4BX
- ✉ Email address: dpo@burnleyfc.com

A definition of terms and more details about your rights is contained with Tier One Privacy Notice available from <http://burnleyfc.com/club/privacy>

12. Who regulates personal data processing?

The Information Commissioner's Office is the UK's independent body set up to uphold information rights. Further information about their work and the legislation they cover is available from www.ico.org.uk or by contacting them on the helpdesk number 0303 123 1113