



Morecambe Football Club's Privacy Policy, 2025



Privacy Policy

Date of last review	January 2024
Date of next review	March 2025
Approved by	Board of Directors



Introduction

Morecambe Football Club (“we”, “us”, or “our”) describes how we may use your personal data to allow you to use the features in our content, to administer your online and offline affiliations with us. We are committed to safeguarding and preserving the privacy of our visitors.

This Privacy Policy explains what happens to any personal data that you provide to us, or that we collect from you whilst you visit our site whilst the terms of use govern your use of our site. Your continued use of this site confirms your acceptance of these terms.

These terms of use are governed by English law. Any dispute arising in connection with these terms of use shall be subject to the exclusive jurisdiction of the Courts of England and Wales.

We may update these Policies from time to time so please do review this page regularly.

Who we are:

Morecambe Football Club Ltd (MFC) provide sports facilities. MFC act as a “data controller” of your personal data for the purposes of UK data protection legislation including the General Data Protection Regulation 2016/679 (GDPR). This means that we exercise control over the processing of your personal data and carry data protection responsibility for it.

Information we collect and what we use it for:

All personal information that we collect about you will be recorded, used, and protected by us in accordance with applicable data protection legislation and this privacy policy. We may supplement the information that you provide with other information that we obtain from our dealings with you or which we receive from other organisations, for example, The EFL, our sponsors and partners.

As such, we use your data for the following purposes:

We will collect your personal data in the following ways: -

- to administer and provide products and services you request or have expressed an interest in
- to enable us to administer any competitions or other offers/promotions which you enter into
- to communicate with you in the event that any products or services you have requested are unavailable
- for fraud screening and prevention purposes
- for safety and security purposes
- for keeping records
- to carry out market research so that we can improve the products and services we offer
- to create an individual profile for you so that we can understand and respect your preferences
- to personalise and/or tailor any communications that we may send you
- for profiling purposes to enable us to personalise and/or tailor any marketing communications that you may consent to receive from us

When we provide you with products or services, we may collect and store any personal information that you provide to us. We may, for example, keep a record of your name, address, delivery address, email address and telephone number. We may also record details of any disability or health needs you may have at the time of booking an event or service which will take place at the stadium or any of our other premises to help to ensure your comfort and safety.

When you register to receive marketing communications from us (and/or our sponsors and partners), enter one of our



competitions, fill in one of our forms (whether online or offline) or otherwise expressly provide us with your personal information, we may collect and store any personal information that you provide to us and may use it to personalise and improve your experience on our digital platforms, provide products and services you request from us, and carry out profiling and market research.

News offers and opportunities from us and our sponsors and partners (which we provide only with your consent). We want you to be the first to know about new signings, competitions, club news, ticket availability and occasional offers from official sponsors and partners. Please note, if you don't choose to receive this information, we will be unable to keep you informed of new services, products, events or special offers that may interest you and our ability to inform you of ticketing opportunities may be affected

Disclosure of your information

In order to provide our products and services to you or to otherwise fulfil contractual arrangements that we have with you; we may need to appoint other organisations to carry out some of the data processing activities on our behalf. These may include, for example, payment processing organisations, delivery organisations, fraud prevention and screening and credit risk management companies, and mailing houses.

We may share your data with our carefully selected sponsors and partners (as may change from time to time) but we will only do this if you have consented to receive marketing relating to our sponsors and partners or if one of the conditions in the paragraph above applies.

Some of the organisations to which we may disclose your personal information are situated outside of the United Kingdom and European Union in countries which may not have laws that protect privacy rights as extensively as in the United Kingdom. If we do transfer your personal information to other territories, we will take proper steps to ensure that your information is protected in accordance with this privacy policy.

In all instances where we disclose your information to third parties, we will ensure that your information is appropriately protected.

Cookies and other tracking technologies

In common with many other website operators, we use standard technology called 'cookies' on our website and other tracking technologies to collect and store information. Cookies are small pieces of information that are stored by your browser on your computer's hard drive, and they are used to record how you navigate this website on each visit.

If you are under 16

We will not send you any marketing communications or share your details with our commercial partners if we know you are under the age of 16. However, if you have signed up to receive a product or service, we may contact you about this.

Ages 13-15 - If you are aged 13-15, you must first tell your parents or legal guardian that you wish to register on our digital platforms and get their consent. You must make sure that your parents or legal guardian knows and agrees each time before you:

- email us or ask us to email anything to you.
- send any information to us.
- enter any competition or game that requires information about you or offers a prize.
- purchase an official membership; or
- offer or agree to buy anything online.



If you are the parent or legal guardian of a user of our digital platforms who is aged 13 to 15, we do not seek your direct consent to their registration, but we expect them to inform you and get your agreement in advance before they register and before each time, they do any of the activities listed above.

Aged under 13 - If you are under 13 and wish to register, you must truthfully tell us your name, email address, country and date of birth. Our system will then ask you for the name and email address of your parent or legal guardian. We will send them an email so they are aware of your request and will ask them for their consent and to confirm they have the authority to give that consent. We need their consent or refusal within 7 days, or else we will assume consent is not granted. Their consent can be withdrawn at any stage. Even if your parents or legal guardian gives their consent to your registration, if you are under 13 we still expect you to tell them and get their agreement in advance each time before you:

- email us or ask us to email anything to you.
- send any information to us.
- enter any competition or game that requires information about you or offers a prize.
- purchase an official membership; or
- offer or agree to buy anything online.

Data retention

- We will securely retain your information for as long as is reasonably necessary and in accordance with applicable law.
- If you wish to submit a request that your data, be deleted, please notify us in writing.
- You have the right to receive a copy of the personal information that we hold about you. Please write to us at the address above if you wish to exercise this right. We may charge a small fee for the cost of administering any request you make.

Changes to this Privacy Policy

We aim to meet high standards and so our policies and procedures are constantly under review. From time to time, we may change this privacy policy. Accordingly, we recommend that you check this page periodically in order to review the latest version.

Where to make a complaint

If you have a complaint regarding any aspect of your personal data or this privacy policy, please write to us at the above address. If you are still not satisfied with the outcome of your complaint, you may write to the Information Commissioner's Office at the following address: Information Commissioner's Office Wycliffe House Water Lane Wilmslow Cheshire SK9 5AF.

[Make a complaint | ICO](#)

Your Rights

You may correct or update your personal information at any time by emailing us at **shrimpsafe@morecambefc.com** Please include your name, address, date of birth and email address when you contact us as this helps us to ensure that we accept amendments only from the correct person.

We encourage you to promptly update your personal information if it changes.



Morecambe Privacy Contact Details:

KEY CONTACTS

Rob Smith,
General Manager
robsmith@morecambefc.com

Sally Jones-Percival,
HR & Senior Safeguarding Manager
sjp@morecambefc.com
01524 411797

Morecambe Football Club's company number 00224792

For Privacy Queries or Concerns, please email:

shrimpsafe@morecambefc.com