Barnsley FC Privacy Notice

Introduction

Barnsley Football Club 2002 Ltd ("Barnsley FC", "we", "us", "our") is committed to protecting the privacy and personal data of everyone we interact with, including but not limited to the general public, staff and players, in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, the Data (Use and Access) Act 2025 (DUAA), the Privacy and Electronic Communications Regulations 2003 (PECR), and other applicable UK data protection laws.

We are the data controller for the personal data we collect and process. Our main office is located at Oakwell Stadium, Grove Street, Barnsley, South Yorkshire, S71 1ET.

What This Privacy Notice Covers

This notice explains how and why we collect, store, use, and share your personal data when you interact with us, including but not limited to when you:

- Visit our website
- Purchase match tickets or merchandise
- Subscribe to newsletters
- Enter a competition or promotion
- Contact us or attend a Barnsley FC event
- Engage with us on social media
- Apply for a job, trial, or volunteering position
- Are part of a partnership, membership, or affiliate program
- Visit Oakwell Stadium or other club facilities
- Are a player, coach, or part of the footballing staff (including trialists, academy players, and scholars)
- Are employed by, contracted to, or working on behalf of Barnsley FC in any capacity

What Data We Collect

Depending on your interaction with us—whether you are a supporter, visitor, volunteer, employee, player, or associated individual—we may collect the following types of personal data:

- Full name and title
- Postal and billing address
- Email address
- Telephone or mobile number
- Date of birth
- Payment details (e.g. for ticket or merchandise purchases)
- Identification documents (e.g. for age verification, right to work, or access control)
- CCTV footage (when visiting Oakwell Stadium or other club facilities)
- Medical or accessibility requirements (e.g. for event attendance, match-day safety, or fitness-to-play assessments)
- Communication preferences (e.g. marketing or service notifications)

- Social media usernames or handles (when interacting with us online)
- Photographs and video footage (e.g. from matches, events, promotional campaigns, or club activities)
- Emergency contact details (for staff, players, and volunteers)
- Bank and payment information (for employees, contractors, or those receiving reimbursements)
- Employment or playing history, qualifications, and references (for staff, players, and volunteers)
- Performance data, fitness, and training information (for players and football staff)
- Criminal records checks or safeguarding clearance (for roles involving children or vulnerable individuals)

Lawful Basis for Processing

We process personal data under the following legal bases, depending on your relationship with Barnsley FC (e.g. as a supporter, staff member, volunteer, or player):

- **Contractual necessity** – to fulfil obligations when you purchase goods or services from us, or where a contract exists (e.g. employment, player agreements, volunteer arrangements).
- **Legitimate interest** – to operate and improve our services, manage supporter and stakeholder relationships, ensure the safety and security of our facilities, and promote the club effectively.
- **Consent** – where you have given explicit permission, such as receiving marketing communications or the use of photography for promotional purposes.
- **Legal obligation** – to meet legal and regulatory requirements, including safeguarding, tax reporting, employment law, health and safety compliance, and football governance.
- **Recognised legitimate interests** – where processing is necessary for a purpose recognised in law as being in the public interest, such as safeguarding, preventing or detecting crime, responding to emergencies, protecting public security, or certain disclosures to support public tasks. We will only rely on this basis where the statutory conditions are met and the processing is necessary.
- **Vital interests** – where processing is necessary to protect an individual's life or wellbeing, such as in medical emergencies at matches or training sessions.
- **Special category and criminal offence data** – where we process more sensitive information, including health, biometric or criminal offence information, we will also identify and meet an additional condition required by law.

How We Use Your Information

We use your personal data for a variety of purposes, depending on your relationship with Barnsley FC – whether as a member of the public, supporter, staff member, volunteer, or player. This may include:

- Processing transactions and managing accounts, bookings, or contractual arrangements (e.g. ticket sales, merchandise orders, employment, or playing contracts)
- Communicating important updates, match-day information, operational notices, or employment-related matters
- Sending marketing and promotional content, where you have opted in or given consent
- Ensuring the safety and security of all individuals at our stadium, training facilities, and events (e.g. via access control or CCTV monitoring)
- Improving and managing supporter experience and engagement, both online and in person
- Fulfilling our legal and regulatory obligations, including employment law, safeguarding, and football governance requirements
- Monitoring day-to-day club operations, including staff management, volunteer coordination, player performance tracking, and venue logistics

Automated Decision-Making and Profiling

We may use automated tools to support administration, security, supporter engagement or service delivery. If we make a decision based solely on automated processing that has a legal or similarly significant effect on you, we will identify a valid lawful basis and apply the safeguards required by law. These include providing information about the decision, enabling you to make representations and challenge it, and arranging meaningful human intervention. Additional restrictions apply where special category data is involved. We will provide more specific information at the relevant time if we use such processing.

Sharing Your Data

We may share your personal data with trusted third parties, depending on your relationship with Barnsley FC – whether as a supporter, player, employee, volunteer, or member of the public. This includes:

- Payment processors and ticketing partners, to facilitate purchases and manage your transactions
- Our CRM system partner, who supports the management and analysis of supporter, customer, and stakeholder interactions
- Our IT and website service providers, who help deliver our digital services securely and effectively
- Football authorities and governing bodies (e.g. The FA, EFL, Sports Alliance), for compliance, registration, and performance reporting purposes
- Security and medical providers, including emergency services at matches, training sessions, and club events
- Regulatory or statutory bodies, where required by law or for safeguarding purposes (e.g. the Police, HMRC, DBS)
- Media and broadcasting partners, for promotional purposes and event coverage, including match footage and photography
- Professional service providers, such as legal, HR advisers or insurance providers, in connection with employment, volunteer management, or player representation
- Educational or training partners, particularly for players, academy scholars, or staff undergoing development programmes

We do not sell your personal data to any third parties. All data shared is done so under strict contractual agreements and only for the specified purposes outlined above.

International Transfers

Your personal data is generally stored within the UK and the European Economic Area (EEA). If we transfer personal data to a country or international organisation outside the UK, we will comply with the UK GDPR transfer rules. We will use an applicable UK adequacy regulation or put appropriate safeguards in place.

Data Retention

We retain personal data for as long as necessary for the purpose it was collected, including for legal, accounting, or reporting requirements. For most services, we will keep your data for up to 6 years after your last interaction unless a longer period is legally required.

Your Rights

You have rights under data protection law, including:

- The right to access the personal data we hold about you
- The right to request corrections to any inaccurate or incomplete information
- The right to request deletion of your personal data, also known as the "right to be forgotten"
- The right to restrict or object to the processing of your data in certain circumstances
- The right to data portability, allowing you to obtain and reuse your data across different services (where applicable)
- The right to withdraw consent at any time, if your data is being processed based on your consent
- Rights relating to significant decisions made solely by automated means, including the right to make representations, challenge the decision and request human intervention, where applicable

We will respond to a valid rights request without undue delay and normally within one month. If we reasonably require further information to identify you or clarify the information or processing covered by your request, the response period may be paused until we receive it. We may extend the period where the request is complex or numerous, and will explain any extension. For access requests, we are required to carry out searches that are reasonable and proportionate.

To exercise any of these rights, contact the HR Manager on rebecca.hovey@barnsleyfc.co.uk

Data Protection Officer

Our Data Protection Officer is Danielle Cocksedge of ARC Data Protection Services who can be contacted on:

Email: hello@arcmanagementconsultancy.co.uk

Telephone: 01226 729871

Complaints

If you are not satisfied with how we have handled your personal data, you can make a data protection complaint to our Data Protection Officer using the details above. Complaints may be submitted electronically by email or via post to Barnsley FC for the attention of the Data Protection Officer. We will acknowledge your complaint within 30 days of receipt, investigate it appropriately and without undue delay, keep you informed where appropriate, and tell you the outcome. We may ask for information reasonably needed to understand and investigate your complaint.

You also have the right to complain to the **Information Commissioner's Office (ICO)**:
Website: https://ico.org.uk
Tel: 0303 123 1113

Updates to This Notice

We may update this privacy notice occasionally. When we do, we'll post the latest version on our website.

If you have any questions about this Privacy Notice, please contact our HR Manager via email rebecca.hovey@barnsleyfc.co.uk

Issue date:	October 2026
Version:	1.3
Date of next review:	This policy should be reviewed at least annually or more often when required in line with changes.
Developed by:	Danielle Cocksedge – Data Protection and Governance Manager – ARC Data Protection Services
Approved by:	HR Manager – Barnsley Football Club
Amendments/Updates:	Version 1.3 – Updated to reflect the Data (Use and Access) Act 2025, including recognised legitimate interests, automated decision-making safeguards, rights-request timescales, international transfers and data protection complaints handling.
Version 1.1 **Version 1.2** **Version 1.3**	New policy created for Business need. 6 month review conducted and minor amendments to wording to make more concise. Updated policy with correct DPO email and added DUAA.