

Cardiff Blues Brothers **Privacy Policy**

The Cardiff Blues Brothers are committed to protecting your personal information. The Cardiff Blues Brothers want to be as transparent as possible about how and why we use your personal information. This privacy policy confirms how your personal information is obtained and handled by the Cardiff Blues Brothers and provides information about your rights and how you can contact us.

Who we are

The Cardiff Blues Brothers are an independent society that promote the game of Rugby Union within Wales and the region of the Cardiff Blues. The Cardiff Blues Brothers are a group formed by membership who are actively involved in the enhancement, promotion, and participation of the Cardiff Blues.

Contact

If you have any questions relating to this privacy policy, our secretary can be contacted by e-mail on secretary@cardiffbluesbrothers.com or by post addressed to The Secretary, 33A Ridgeway, Rumney, Cardiff, CF3 4AA.

Collection of Personal information

To enable you to register as a member or purchase items from our online shop, The Cardiff Blues Brothers may use and collect the following personal information about you:

- Your first name and last name;
- Your e-mail address;
- Your delivery/home address;
- Your home, work, and mobile telephone number;
- Your country of residence;
- Your date of birth;
- Your gender;
- Your billing, transaction, and payment card information;
- Your purchase history and saved items;
- Information about how you use our website, communication, and other systems relating to information technology;
- Your responses to surveys, competitions, and promotions;
- If you choose to sign in with Facebook, Twitter, Google, or any other social media websites and organisations, we may receive the information listed above from these third-party accounts;
- The IP address data showing when you visited and information showing which website pages you visited.

Cardiff Blues Brothers collect this information above for the following reasons:

- To enable us to administer any competition or other offers/promotions which you have entered.
- To request feedback on our products, services and events, and to undertake market research;
- To send you marketing materials (excluding e-mails) where we can demonstrate a relationship with you, unless you have opted out of such communications;
- To maintain a list of people who have asked not to receive direct marketing material from us;
- To enhance or improve your experience with us. This include, but not limited to, recording your preferences, website use, or purchasing habits in order to tailor our communications, enrich your experience, and provide information and communication of relevance to your specific preferences ('profiling');

- To track your activity on our digital platforms;
- To allow our business processes to function efficiently, such as transactional exchanges with our partners, carrying out audits, producing management information, and dealing with complaints;
- To assist with operational and compliance measures;
- To enable a statistical analysis to help us manage our group, such as financial performance, customer base, product range, or other efficiency measures;
- To prevent and detect fraud against you or The Cardiff Blues Brothers;
- To comply with our legal obligations.

Sharing of Information

The Cardiff Blues Brothers may share your information with the following parties

No	Reason	Organisations
1	Service providers who work with the Cardiff Blues Brothers including website hosts and payment portal providers.	We currently use the following third parties, Splintered Angel, Rock Level, Olympia Design, Worldpay LLC, Apple Inc (Apple Pay), Paypal (Europe) S.a.r.l et Cie S.C.A (Paypal)
2	Social Media Platform providers, where you have an account, for us to compare information about you in our database, to ensure the data we hold about you is compliant and accurate	We currently share this information with Facebook, Twitter, Snapchat, Instagram, TikTok, Kik, HouseParty and Whatsapp
3	Our Partners, including the region, the game, and charities.	Cardiff Blues Ltd, WRU Ltd, Cardiff Blues Foundation, The Cardiff and Vale College, University of South Wales and other charities. For a list on the charities we are linked with please contact the Cardiff Blues Brothers secretary
4	Professional legal advisors and auditors.	This may include external solicitors, insurers and auditors that we instruct on our behalf from time to time

The Cardiff Blues Brothers only allow our service providers to handle your personal information if we are satisfied, they have appropriate measures to protect your personal information. We also impose contractual obligations on service providers to ensure they can only use your personal information to provide services to us and to you.

How your personal information is collected

Most of the personal information that the Cardiff Blues Brothers process is collected directly from you; be that in person, by telephone, text, email, by completing a participation form, and/or via our websites. The Cardiff Blues Brothers may also collect information from publicly accessible sources, or from a third party. The Cardiff Blues Brothers may also collect personal information from cookies on our website and our automated monitoring of our websites and other technical systems.

Promotional Communication

The Cardiff Blues Brothers may use your personal information to send you updates by email, text message, telephone, or post about our products and/or services; including

exclusive offers, promotions or new products and/or services. The Cardiff Blues Brothers have a legitimate interest in processing your personal information for promotional purposes in compliance with how we collect your personal information, as above. This means The Cardiff Blues Brothers do require your consent to send you promotional communications and materials. However, where consent is required, The Cardiff Blues Brothers will explicitly ask for this consent.

We will always treat your personal information with the utmost respect and never sell it to other organisations outside of The Cardiff Blues Brothers for marketing purposes.

You have the right to opt out of receiving promotional communications at any time by contacting the on secretary@cardiffbluesbrothers.com or by post addressed to The Secretary, The Secretary, 33A Ridgeway, Rumney, Cardiff, CF3 4AA.

Where the Cardiff Blues Brothers use your information for the purpose of promotional and marketing purposes, we will use your personal information to send you direct marketing and to better identify products and services of interest to you. The Cardiff Blues Brothers will only do this if you are one of our supporters, clients or customers, or if you have interacted with us by other means such as entering a prize promotion, asking to receive e-mails, enquiring into hospitality (whether for a match day or non-match day), competitions, or registering your interest by any other means. In such instance we will:

- Create a profile about you to better understand you as a supporter, customer, or member and tailor the communications we send to you (including our marketing messages) based upon your order history, cookies, and online behavior.
- Inform you about other products and services that may be of interest.
- Identify relevant products, services, in respect of your purchase and browsing history.

Children's personal data

The Cardiff Blues Brothers are dedicated to the protection of children's personal information. The Cardiff Blues Brothers recommend that children read this privacy policy with their parents or guardians. We endeavor to limit the amount of personal information we collect from individuals who are under the age of 13. Children aged 13 and over have access to our services but may be restricted from age appropriate services and advertising.

Individuals who are under 13 must always ask their parent and/or guardian for permission:

- Before setting up and purchasing a membership with the Cardiff Blues Brothers;
- Before entering any of our competitions or prize draws (subject to separate terms and conditions);
- Before agreeing to purchase any of our products through our website.

Further information on your rights and the rights of your children can be accessed via the Information Commissioner's office: www.ico.org.uk

How long will my Information be held and how is it stored?

The Cardiff Blues Brothers keep different information for different lengths of time in accordance with the information commissioner's office guidelines. We will not keep any information in a format that allows the identification any specific individual for any longer than it is absolutely necessary.

Information may be held at the Cardiff Arms Park or on remote portable devices used by Executive members of the Cardiff Blues Brothers and those of our third-party agencies, service providers, representatives, and agents in accordance with our data sharing guidelines, referenced above. Some third parties may be based outside the European Economic Area.

If you are based outside of the EEA in order to deliver services to you, it is sometimes necessary for us to share your personal information outside the European Economic Area (EEA), e.g.:

- With our service providers located outside the EEA;
- If you are based outside the EEA;
- Where there is an international dimension to the services that we provide.

The sharing of such information is subject to special rules under European and UK data protection law. If you would like further information please contact us by emailing the Cardiff Blues Brothers secretary on secretary@cardiffbluesbrothers.com or by post addressed to The Secretary, The Secretary, 33A Ridgeway, Rumney, Cardiff, CF3 4AA.

Your Rights

The Cardiff Blues Brothers notifies you that you have the following rights, which you can exercise free of charge and at any point

Access	The right to be provided with a copy of your personal information, your right of access as per The General Data Protection Regulation (GDPR).
Rectification	The right to require The Cardiff Blues Brothers to correct any inaccurate personal data or complete any incomplete data in your personal information (GDPR). Such request can be made verbally or in writing.
To be forgotten	The right to require The Cardiff Blues Brothers to delete negative private information, under certain circumstances.
Restriction of processing	The right to require The Cardiff Blues Brothers to restrict processing of your personal information, under certain circumstances, to limit how your data is processed.
Data portability	The right to obtain and reuse your personal data, as provided to The Cardiff Blues Brothers, in a structured, commonly recognised, and machine-readable format to transmit that data to a third party. This right only applies to the information or data you have directly provided to The Cardiff Blues Brothers.
To object	The right to object: <ul style="list-style-type: none"> - At any time to your personal information being processed for direct marketing (including profiling); - Under certain circumstances, to our continued processing of your personal information, such as the processing out of your data for the purpose of The Cardiff Blues Brothers' legitimate interests.
Not to be subject to automated individual decision-making	The right not to be subject to a decision based solely on automated processing (i.e. a decision made without human involvement), including profiling, that produces legal effects concerning you or similarly significantly affects you.

For further information on each of those rights, including the circumstances in which they apply, please contact us or see the [Guidance from the UK Information Commissioner's Office \(ICO\) on individuals' rights under the General Data Protection Regulation](#), and www.gdpr-info.eu

If you would like to exercise any of those rights, please:

- Contact us by emailing the Cardiff Blues Brothers secretary on secretary@cardiffbluesbrothers.com or by post addressed to The Secretary, The Secretary, 33A Ridgeway, Rumney, Cardiff, CF3 4AA.

- Provide the Cardiff Blues Brothers Secretary with enough information in order to identify you;
- Provide us with proof of your identity and address;
- Let the secretary know what right you want to exercise and the information to which your request relates.

Securing your information

The Cardiff Blues Brothers have appropriate security measures to prevent personal information from being accidentally lost, used or accessed unlawfully. The Cardiff Blues Brothers limit access to those who have a genuine business need to access your personal information. Those processing your information will do so by authorisation only and are subject to a duty of confidentiality. The Cardiff Blues Brothers will notify you and any applicable regulator of a suspected data security breach as required.

Making a Complaint

The Cardiff Blues Brothers will strive to resolve any query or concern you may raise about our use of your information.

To make a complaint directly to The Cardiff Blues Brothers please contact us by emailing the Cardiff Blues Brothers secretary on secretary@cardiffbluesbrothers.com or by post addressed to The Secretary, The Secretary, 33A Ridgeway, Rumney, Cardiff, CF3 4AA.

The [General Data Protection Regulation](#) also gives you a right to lodge a complaint with a supervisory authority, in particular in the European Union (or European Economic Area) state where you work, permanently reside, or where any alleged infringement of data protection laws occurred. The supervisory authority in the UK is the Information Commissioner who may be contacted at <https://ico.org.uk/concerns> or telephone: 0303 123 1113.

Updating the Policy

This privacy policy was published on 4TH July 2020. The Cardiff Blues Brothers reserve the right to change or amend this privacy policy. If The Cardiff Blues Brothers make any changes to this policy we will inform you via our website www.cardiffbluesbrothers.com