



Maintaining Data Privacy and Data Protection is a priority for **Cricket East**. This Privacy Policy sets out the legal basis on which any personal data that we collect from you, or that you provide to us, will be processed by us.

Please read this Privacy Policy carefully to understand our views and practices regarding your Personal Data and how we will treat it.

Any questions relating to Data Privacy with **Cricket East** or this Policy should be sent by email to [GDPR@cricketeast.co.uk](mailto:GDPR@cricketeast.co.uk), or by writing to:

Cricket East, The Knowledge Centre, Suite KC5, Wyboston Lakes Resort, Great North Road, Wyboston, Bedfordshire, MK44 3BY.

Alternatively, you can call our Data Protection Compliance Officer on 01480 273069

## What personal information is held

You may provide us with or we may obtain **personal information** about you, such as information regarding your:

- personal contact details that allows us to contact you directly such as name, title, email addresses and telephone numbers;
- date of birth;
- gender;
- records of your interactions with us such as telephone conversations, emails and other correspondence and your instructions to us;
- Details you provide about your experience in the sport and your interests in getting further involved in the sport;
- any feedback you provide in a survey;
- records of your attendance at any events, competitions or workshops delivered by us or our sports partners;
- images in video and/or photographic form and voice recordings;
- any funding application details; and
- your marketing preferences so that we know whether and how we should contact you.

We typically collect personal information when you create an account on our site, sign up for our newsletter, make an application for funding, when you make a query and/or complaint or when you correspond with us by phone, e-mail or in some other way. We also may collect personal information about you when you attend one of the events or workshops hosted by us or one of our delivery partners and/or activity providers.

If you have provided us with the personal data of another person, there is a clear requirement imposed by **Cricket East** for you to confirm that he/she consents to the processing of his/her personal data and that you have informed him/her of our identity as a Data Controller and the nature of the processing taking place. Records will be retained as evidence of this consent.

## How will we use the information we hold about you?

We use information held about you in the following ways:

**Legitimate Interests** - We use information held about you to provide you with information, products and/or services that you request from us or which we feel may interest you if relevant to the products or services currently being supplied as part of affiliation with **Cricket East**, or in relation to a previous affiliation with **Cricket East** whereby you are happy to continue to receive such information;

The table below describes the main purposes for which we process your personal information, the categories of your information involved and our lawful basis for being able to do this.

Purpose	Personal information used	Lawful basis
<b>To administer any membership account(s) you have with us and managing our relationship with you, including dealing with enquiries made by you</b>	All contact details, records of your interactions with us, and marketing preferences. Use of and movements through our online portal	This is necessary to enable us to properly manage and administer your account with us.
<b>To send you marketing information we think you might find useful or which you have requested from us, including our newsletter and information about our events and any offers from about our partners and activity providers to further progress your interest in the sport</b>	Contact details and marketing preferences.  Details you provide about your experience in the sport and, your interests in getting further involved in the sport;	Where you have given us your explicit consent to do so.
<b>To deal with your queries or complaints</b>	Contact details and records of your interactions with us.	We have a legitimate interest to provide complaint handling services to you in case there are any issues with the service we provide.
<b>Retention of records</b>	All the personal information we collect.	We have a legitimate interest in retaining records whilst they may be required in relation to complaints or claims. We need to retain records in order to properly administer and manage any account you have with us and in some cases we may have legal or regulatory obligations to retain records.



		<p>We process special category personal data on the basis of the “special category reasons for processing of your personal data” referred to in section 2 above.</p> <p>For criminal records history we process it on the basis of legal obligations or based on your explicit consent.</p>
<b>To conduct data analytics studies to better understand event attendance and trends within sport in the region</b>	Records of your attendance at any events or competitions hosted by us and/or our delivery partners.	We have a legitimate interest in doing so to ensure that our events continue to improve and are targeted and relevant.
<b>For the purposes of promoting sport in the region, our campaigns and events and the work we do as a Regional Body</b>	Images in video and/or photographic form.	Where you have given us your explicit consent to do so.
<b>To comply with health and safety requirements</b>	Records of attendance and health and medical information	<p>We have a legal obligation and a legitimate interest to provide you and other members of our organisation with a safe environment in which to participate in sport.</p> <p>We process special category personal data on the basis of the “special category reasons for processing of your personal data” referred to in section 2 above.</p>
<b>For the purposes of equal opportunities monitoring</b>	Name, title, date of birth, gender, information about your race or ethnicity, and health information.	<p>We have a legitimate interest to promote a sports environment that is inclusive, fair and accessible.</p> <p>We process special category personal data on the basis of the “special category reasons for processing of your personal data” referred to in section 2 above.</p>
<b>To administer your attendance at any courses, events or programmes you sign up to</b>	All contact details, date of birth, gender, health and medical information	<p>This is necessary to enable us to register you on to and arrange for the effective delivery of our development programmes and events.</p> <p>We process special category personal data on the basis of the “special category reasons for</p>



		processing of your personal data" referred to in section 2 above.
<b>To manage the process of applying to us for funding</b>	All details provided in your funding application.	This is necessary to enable us to properly manage and assess your application.
<b>To make payments to you where we have agreed to fund a project</b>	Transaction and payment data	This is necessary to make payments to you.
<b>To arrange and manage contracts for the provision of services/products</b>	Transaction and payment data, contact details	This is necessary to enable us to properly manage and perform any contract for services and products.
<b>To comply with legal obligations, for example, regarding people working with children or vulnerable adults</b>	Information about your criminal convictions and offences	For criminal records history we process it on the basis of legal obligations or based on your explicit consent.

**Consent (Direct Marketing)** - We use information held about you to provide you with information on products and/or services that you request from us, or which we feel may interest you where you have consented to be contacted for such purposes. Where consent has been provided to **Cricket East**, it is a recognised right of the Data Subject that this consent can also be withdrawn. Should you wish to withdraw consent, please email [GDPR@cricketeast.co.uk](mailto:GDPR@cricketeast.co.uk), or by writing to:

Cricket East, The Knowledge Centre, Suite KC5, Wyboston Lakes Resort, Great North Road, Wyboston, Bedfordshire, MK44 3BY.

Alternatively, you can call our Data Protection Compliance Officer on 01480 273069

## Your rights relating to Personal Data

You have the following rights in relation to your personal information:

- the right to be informed about how your personal information is being used;
- the right to access the personal information we hold about you;
- the right to request the correction of inaccurate personal information we hold about you;
- the right to request the erasure of your personal information in certain limited circumstances;
- the right to restrict processing of your personal information where certain requirements are met;
- the right to object to the processing of your personal information;
- the right to request that we transfer elements of your data either to you or another service provider; and



- the right to object to certain automated decision-making processes using your personal information.

You have the right to ask us to cease processing your personal data for marketing purposes. We will seek consent (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your data to any third party for such purposes. You can also exercise your right to prevent such processing by contacting us at [marketing@cricketeast.co.uk](mailto:marketing@cricketeast.co.uk)

GDPR gives you the right to access information held about you. Your right of access can be exercised at any time. **Cricket East** operate both a Data Subjects Rights procedure and a Subject Access Rights Procedure to ensure that all rights exercised by data subjects relating to personal data are managed appropriately.

From time to time, our website may contain links to and from our strategic partner(s), partner network(s), strategic sponsor(s), advertiser(s) and affiliate(s). If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies.

## Retention of your information

We take appropriate measures to ensure that any information collected from you is kept secure. **Cricket East** operate a clear **Data Retention Policy** and associated Retention Schedule to ensure personal data is kept only for so long as is necessary for the purpose for which such information is used. The duration for which we retain your personal information will differ depending on the type of information and the reason why we collected it from you.

However, in some cases personal information may be retained on a long-term basis: for example, personal information that we need to retain for legal purposes will normally be retained in accordance with usual commercial practice and regulatory requirements.

Generally, where there is no legal requirement we retain all physical and electronic records for a period of 2 years after your last contact with us. Exceptions to this rule are:

- Information that may be relevant to personal injury claims, discrimination claims may be retained until the limitation period for those types of claims has expired. For personal injury or discrimination claims this can be an extended period as the limitation period might not start to run until a long time after the event.
- Information that may be relevant to projects that we fund may be retained for longer periods in order to allow us to assess the longer-term impact of our support for sports projects.
- CCTV records which are held for no more than 30 days unless we need to preserve the records for the purpose of prevention and detection of crime.

If any of your personal data changes, or if you have any questions about how we use data which relates to you, please contact us by email at [GDPR@cricketeast.co.uk](mailto:GDPR@cricketeast.co.uk) We normally update your personal data within *seven (7) working days* of any new or updated personal data being provided to us, to ensure that the personal data we hold about you is as accurate and up to date as possible.



## Disclosure of your information

As part of our GDPR compliance obligations, we are duty bound to check when personal data may be shared with third parties to ensure that they apply the same or greater controls in terms of data protection. The use of non-disclosure agreements form part of our third-party data sharing controls.

We share personal information with the following parties:

- **The England & Wales Cricket Board, County Cricket Boards, Leagues, Local Cricket Associations (ECB Coaches Association, ECB ACO's & Grounds Associations):** to allow them to properly administer the sport on a local, regional and national level.
- **External funding providers:** to allow the processing of any grant application that may be submitted
- **The Government or our regulators:** where we are required to do so by law or to assist with their investigations or initiatives.
- **Police, law enforcement and security services:** to assist with the investigation and prevention of crime and the protection of national security.

We do not disclose personal information to anyone else except as set out above.

**Cricket East** has risk assessed where personal information may be transferred outside the EEA. As part of our own due diligence we have identified that personal data held for and by **Cricket East** resides in the EU. **Cricket East** will continue to monitor this for **Cricket East** considering any 3<sup>rd</sup> party provider changes in the future. Should a requirement for data to be transferred outside of the EU in future, **Cricket East** will implement controls and safeguards to ensure that equal to or greater data protection measures are enforced, and records retained to evidence this.

## Changes to our Privacy Policy

We may update this privacy notice from time to time. When we change this notice in a material way, we will update the version date at the bottom of this page. For significant changes to this notice we will try to give you reasonable notice unless we are prevented from doing so. Where required by law we will seek your consent to changes in the way we use your personal information. Any changes we may make to our Privacy Policy in the future will be posted to this page on our website

## Contacting us

In the event of any query or complaint in connection with the information we hold about you, please email [GDPR@cricketeast.co.uk](mailto:GDPR@cricketeast.co.uk) or write to us at:

Cricket East,  
The Knowledge Centre, Suite KC5,  
Wyboston Lakes Resort,  
Great North Road,  
Wyboston,  
Bedfordshire, MK44 3BY

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