

Matchday Mascot Privacy Policy

Keeping your details safe and secure

Sheffield United Football Club are committed to making sure the privacy of all of our Matchday Mascots is protected at all times.

We believe being open and honest about how we use your details is extremely important. So, we have created our **Matchday Mascot Privacy Promise**, a quick and simple summary explaining how we manage, share, and look after your details. You will also find information about the details we collect about you, how we use those details, and your rights. If you would like to read the Matchday Mascot Privacy Policy, you can find it below.

At Sheffield United Football Club, we only use your details in the ways in which we must. If you have any questions about this that aren't answered below, please speak to (or ask your parent/guardian to speak to) a member of the data protection team by emailing privacy@sufc.co.uk

Sheffield United Football Club Matchday Mascot Privacy Promise

We promise to collect, use, store, and share your details safely and securely by making sure we:

- Always respect your privacy
- Always be open and honest about what we do with your details
- Use strong security measures and controls to protect your details
- Use your details to make your matchday experience enjoyable

Matchday Mascot Privacy Policy

When you become a matchday mascot, we need you and your parents/guardians to give us certain details in order to make your matchday experience really enjoyable. These details include:

- Your name, hobbies, and birthday;
- Your favourite player and the fixture you'll be attending;
- Your parent/guardian's name, address, mobile number, email address, bank details, their relationship to you and their signature;
- Bank details of any additional supporters.

We will keep this information for the season which you are a mascot with us.

Why do we collect these details?

We need to collect the above information because your parents have asked for you to be a matchday mascot and we would love you to be one too! Within this agreement with your parents we collect each piece of data for the following reasons.

We collect your identity and contact details, so we know who will be walking onto the pitch alongside our players, and how to contact you or your parent/guardian in case there are any changes you need to know about.

We collect your birthday, so we know whether we need to ask you or your parents for permission to take your photograph.

We ask about your hobbies and favourite player so that we can include them in our matchday programme.

We collect your address so that we can send you matchday tickets and our matchday mascot information pack to prepare you for your big day.

We collect your parent/guardian's signature to make sure you and they are happy to have your picture taken with the players and around Bramall Lane.

We will collect the bank details of your parent/guardian and any additional supporters who would like to come and see you under the spotlights so that they can make purchases.

Who do we share your details with?

We share bank details with the appropriate payment processors for matchday ticket purchases.

Your rights

Every mascot has rights regarding their personal details. These are the rights that apply to you:

- You can ask for a copy of the information we hold about you;
- You can ask for any information we hold about you which may be incorrect to be corrected;
- You can ask for us to send your details to another club;
- You can ask us to delete the information we hold about you.

If you would like to ask for any of the above rights, please contact (or ask your parent/guardian to contact) a member of the team or email privacy@sufc.co.uk

Unhappy with how we've collected, stored, or used your data?

You can also complain to the Information Commissioner's Office. If you wish to do this, please speak to us first as we would like to try and resolve your issue directly. If you would still like to complain to the Information Commissioner's Office you can do so by visiting www.ico.org.uk