



PRIVACY POLICY

General Principles

Newcastle United ('The Company'/'we'/'us') is aware of its obligations under the General Data Protection Regulation (GDPR) and is committed to processing your data securely and transparently. This privacy notice sets out, in line with GDPR, the types of data that we hold on applicants wishing to use the Company's sensory room. It also sets out how we use that information, how long we keep it for and other relevant information about your data.

Data controller details

The Company is a data controller which controls how your personal data is used. Our contact details are as follows:

Data Protection Lead, St. James' Park, Newcastle upon Tyne, NE1 4ST

Data protection principles

In relation to your personal data, we will:

- process it fairly, lawfully and in a transparent manner;
- collect your data only for reasons that we find necessary for use in making provision and administering the use of the Company's sensory room;
- only use it in accordance with this policy;
- only ask for what we need;
- ensure it is correct and, where you have notified us otherwise, up to date;
- keep your data for only as long as we need it;
- process it in a way that ensures it will not be used for anything that you are not aware of or have consented to (as appropriate), or lost or destroyed;
- Keep it safe.

Types of data we process

The Company collects data about you, including, but not limited to:

- your personal details including your name, address, email addresses and phone numbers;



- Where you have provided us with explicit consent to process special categories of data, relevant information used for the safe and appropriate sensory room provision (including details of specific disability and/or health needs);
- Ancillary information which may assist provision for the sensory room, such as any special needs or requirements.

How we collect your data

The Company will ask for any of the above data only in connection with the sensory room use.

Why we process your data

The law on data protection allows us to process your data on specific lawful bases. For example:

- In order to take steps at your request and as part of the sensory room application process;
- in order to carry out legally required duties;
- in order for us to carry out our legitimate interests;
- where we have your consent.

All of the processing carried out by the Company falls into one of the permitted reasons.

Where the Company processes Special Category Data (for example, any information concerning your health), it will process it on the following basis:

- where you have provided explicit consent for us to do so for the purposes of administering the safe and appropriate use of the sensory room

The Company may ask for your consent to process certain particularly sensitive data, in which case the Company will tell you why. Consent, once given, may be withdrawn at any time. There will be no consequences where consent is withdrawn.

All personal information that we obtain about you will be recorded, used, and protected by us in accordance with current data protection legislation and this privacy policy. We will primarily use your personal information to provide and administer our sensory room scheme services to you, for example:



Purpose	Lawful basis
to provide the services which you have requested	Legitimate Interests in servicing your request. If you do not provide us with the information we need in order to safely and appropriately provide access to the sensory room, then we may not be able to grant access.
to ensure the services and/or products which you have requested are delivered safely	Legitimate Interests in safely providing sensory room access & your explicit consent.
to communicate with you about the service you have requested	Legitimate Interest. If you do not provide us with the information we need to safely and appropriately provide access to the sensory room, then we may not be able to grant access.
to communicate with you in the event that any products or services you have requested are unavailable	Legitimate Interest in keeping you informed as to the availability of the service you have requested.
to respond to any enquiries you make	Legitimate interests – that we need to assist you with the enquiry you have made
With regard to Special Category Data (such as your disabled status)	Explicit Consent Contractual

You should be aware that if we are requested by the police or any other regulatory or government authority investigating suspected illegal activities to provide your personal details and/or information concerning your activities whilst attending an event or service which will take place at the stadium or any of our other premises, we may do so if we are obliged by law.

If you do not provide your data to us

If you do not provide the Company with the data needed, we may not be able to grant access to the sensory room or to allocate a place to you or your child in advance to use the sensory room.



Sharing your data

Your data will be shared with colleagues within the Company where it is necessary for them to undertake their duties. This includes, for example, management of the sensory room. The company will not share your data with third parties.

Protecting your data

The Company is aware of the requirement to ensure your data is protected against accidental loss or disclosure, destruction and abuse. The Company has implemented processes to guard against this.

How long the Company keeps your data

In line with data protection principles, the Company will only keep your data for as long as needed and in accordance with the timescales set out below:

Type of information	When will it be deleted
Contact details (for the service)	At season end
Disability or Health Condition; & Blue Badge Status (if relevant to your request)	Once attended
Contact details (to deal with an enquiry only)	At season end

Your rights in relation to your data

You have the following rights in relation to data protection:

- The right to access your personal information
- The right to have your information updated
- The right to have your information deleted
- The right to object to or restrict processing of your information
- The right to data portability
- The right to withdraw your consent at any time
- The right to complain to the Information Commissioner's Office

If you wish to exercise any of the rights explained above with the Company, please contact dataprotection@nufc.co.uk