



## **Ultras Data Privacy Notice**

### **What information is being collected?**

The information we are collecting includes:

- Name
- Address including postcode
- Email
- Trade Union membership status
- Membership number
- Expiry of membership
- Voting on your player of the season
- We produce case studies with some Ultras about their experiences as a member depending on consent.

### **Who is collecting it?**

AFC Unity are collecting and processing this information.

### **How is it collected?**

There are two ways in which we collect this information, depending on whether the application is electronic or by hard copy.

The electronic process is accessed via our [AFC Unity Ultras page](#) on our website where there are four different payment options of Ultras membership. The payment process is

conducted via PayPal and this is where we collect data needed for the Ultras membership to be processed.

The hard copy process involves completing the “AFC Unity Ultras Membership Pack” and the “AFC Unity Ultras Member Contact Details” form, and this is how we collect data needed for the Ultras membership to be processed.

If the process is completed as a hard copy it will become digitised with the hard copy being shredded.

We categorise this data to create a membership database, which is stored electronically.

The vote on your player of the season is done via a SurveyMonkey link and this does not ask for your name, so your vote is anonymous.

For case studies, we will advertise via our regular newsletter the opportunity to take part in answering several questions via email to produce a case study about being an Ultras member, which will then be compiled into an article that will be displayed online on our website, and potentially summarised as quotes via images that will be shared on social media.

### **How will it be used?**

We collect and process this data for several reasons, including:

| Purpose   | Personal information used  | Lawful basis  |
|---|--|---|
| To provide membership benefits and perks.   | <ul style="list-style-type: none"><li>• Name</li><li>• Address including postcode</li><li>• Email</li><li>• Trade Union membership status</li><li>• Membership number</li><li>• Expiry of membership</li></ul> | Processing is necessary for the performance of a contract to which the data subject is party, with the data collected needed for AFC Unity to process the delivery of product(s) ordered by the customer. |
| To communicate with members – only via email to provide regular updates via a newsletter and to invite them to events such as our end of season awards night and AGM. | <ul style="list-style-type: none"><li>• Name</li><li>• Email</li></ul>   | Processing is necessary for the performance of a contract to which the data subject is party, with the data collected needed for AFC Unity to process the delivery of product(s) ordered by the customer. |
| To keep an up-to-date record of members.  | <ul style="list-style-type: none"><li>• Name</li></ul>   | Processing is necessary for   |

|   |   |  |
|---|---|--|
|   | <ul style="list-style-type: none"> <li>• Address including postcode</li> <li>• Email</li> <li>• Trade Union membership status</li> <li>• Membership number</li> <li>• Expiry of membership</li> </ul> | the performance of a contract to which the data subject is party, with the data collected needed for AFC Unity to process the delivery of product(s) ordered by the customer.  |
| To add a trade union discount via the club.   | <ul style="list-style-type: none"> <li>• Name</li> <li>• Trade Union membership status</li> </ul>   | Processing is necessary for the performance of a contract to which the data subject is party, with the data collected needed for AFC Unity to process the delivery of product(s) ordered by the customer.                                  |
| To be able to keep receipts and invoices for our accounts.  | <ul style="list-style-type: none"> <li>• Name</li> <li>• Address including postcode</li> <li>• Email</li> <li>• Trade Union membership status</li> </ul>  | Processing is necessary for compliance with a legal obligation to which the controller is subject, with this relating to the legal obligations AFC Unity have in ensuring they adhere to Company Law, specifically the Companies Act 2006. |
| To vote on your player of the season for one of the awards at our official end of season awards ceremony. | <ul style="list-style-type: none"> <li>• Email</li> </ul>   | Processing is necessary for the performance of a contract to which the data subject is party, with the data collected needed for AFC Unity to process the delivery of product(s) ordered by the customer.                                  |
| To promote the club and related activities such as the AFC Unity Ultras and help with fundraising.        | <ul style="list-style-type: none"> <li>• We produce case studies with some Ultras about their experiences being a member depending on consent – we do this via asking questions</li> </ul>            | Through express consent from you for AFC Unity to collect the data specified, in the way stated and for the reasons stated.  |

|  |           |  |
|--|-----------|--|
|  | by email. |  |
|--|-----------|--|

For some of your personal information you will have a legal, contractual or other requirement or obligation for you to provide us with your personal information. If you do not provide us with the requested personal information we may not be able to admit you as a AFC Unity Ultras member or we may not be able to properly perform our contract with you or comply with legal obligations and we may have to terminate your Ultras membership. For other personal information you may not be under an obligation to provide it to us, but if you do not provide it then we may not be able to properly perform our contract with you.

You have the right to withdraw consent at any time, which you may do by contacting us as described in the "Data Controller" section below.

### **Who will it be shared with?**

AFC Unity may share the data with the following groups/people/organisations:

- AFC Unity's Board of Directors
- AFC Unity's volunteers
- Funders of AFC Unity
- Accountants

Anyone using this data - if it is not unidentifiable and anonymised - will be asked to sign a contract agreeing to follow correct protocols when accessing and using the data.

### **Data Controller**

The data controller is AFC Unity.

Address of data controller: AFC Unity, The Circle, 33 Rockingham Lane, Sheffield, S1 4FW  
Email: [afcunity@gmail.com](mailto:afcunity@gmail.com)

Key contact from AFC Unity to talk to regarding data protection matters is Jane Watkinson, Secretary and Director, [janeWatkinson@afcunity.org](mailto:janeWatkinson@afcunity.org)

Other key contacts:

Jay Baker, Manager, Chair and Director, [jaybaker@afcunity.org](mailto:jaybaker@afcunity.org)  
Sophie Smith, Welfare Officer and Director, [sophiesmith@afcunity.org](mailto:sophiesmith@afcunity.org)  
Jaimee Reeve, Treasurer and Director, [jaimereeve@afcunity.org](mailto:jaimereeve@afcunity.org)

### **Retention Period**

The data will be deleted when membership expires, with members – including those on a monthly subscription - asked to confirm their data is correct every year of membership.

We will summarise the data before deleting for funding and evaluation purposes, making sure all data is unidentifiable and anonymised.

We will keep receipts and invoices for our accounts, which we need to maintain a record of legally, for 7 years. This will include storing data on our electronic accounting system, Quickbooks, as well as having paper copies.

Case studies will remain online on our website and shared via social media unless you ask for it to be removed.

### **Data Subjects Rights**

The GDPR provides the following rights for individuals:

- The right to be informed
- The right of access
- The right to rectification
- The right to erasure
- The right to restrict processing
- The right to data portability
- The right to object
- Rights in relation to automated decision making and profiling.

For more, see here: <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>

### **Changes to This Notice**

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.