

## **How Your Information Is Used** **Privacy notice**



### **Blue Family**

This document is designed to give you important information about how your information is collected and used by Everton in the Community ("EitC") for the purpose of the Blue Family.

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#### 1. Privacy notice

EitC has several privacy notices to explain how each service or function operates. Each privacy notice is for a specific information purpose.

- Tier One – Overarching principles and definitions
- Tier Two – Specific to the information type and purpose

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#### 2. How your information is used

Everton Football Club and Everton in the Community are working together to support those most vulnerable, socially isolated and at-risk across Liverpool during the unprecedented coronavirus pandemic.

The data collected for the Blue Family will only be used for this project, unless an individual requests details of additional programmes and support available.

Data will be stored for the duration of the Blue Family project connected to the Coronavirus pandemic, after which it will be removed from active systems and archived. Individuals who are contacted but do not want or require support will have their basic information stored to ensure contact is not repeated. All individuals can request their data is deleted; this may result in contact being made again if a new referral is received.

Data may be shared with third parties if this is required in order for agreed support to be provided. This will be explained to individuals if it is applicable.

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#### 3. What personal data do we collect?

- Identifiers, such as name, address, date of birth and a unique reference
- Contact details, such as address, telephone number, email address
- Next of kin / guardian – their name, contact details and relationship
- Sensitive identifiers - ethnicity, sexual orientation, religion
- Clinical or health information, including mental health or disabilities
- Education, employment or qualifications
- Financial information, including bank details
- Photographs for publication – this will always be with your explicit consent
- Website tracking information and 'cookies'
- Other – information to understand unique vulnerabilities and how support can be provided

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#### 4. Who has access to your information?

Information is only accessed when there is an authorised purpose.

- EitC Project staff and volunteers
- EitC administrators
- Fundraising
- Marketing
- Project commissioner (the organisation funding an EitC project)
- Other – Everton Football Club, to provide administrative support to EitC

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#### 5. Who your information may be shared with?

- EitC Project staff and volunteers
- EitC administrators
- Our Commissioners; organisation who fund our programmes
- Fundraising
- Marketing
- Other – Organisations and individuals to help us provide the agreed support

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6. Is your consent required?

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Yes

Consent is not required.

Our initial contact with you may be on the basis that a referral has been received and we contact you as a legitimate interest in the well-being of our local community. Support and further contact will only be made with your consent.

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7. Can you opt-out from this use of information?

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Yes – If you do not want or need Blue Family assistance, we will make sure you are not contacted further

No, the information is anonymised and you are not identifiable within it

No, this information use is required by law

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8. What rights to your information do you have?

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View / copies of the information – called subject access

Other rights you have may include:

Rectify

Erase (right to be forgotten)

Restrict

Object

Data portability

Objections to profiling and automated decision making

The Information is routinely retained for 8 years in accordance with the Everton Information Retention Policy

**Contact the Data Protection Officer to exercise or discuss your rights**

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9. Automated Decision Making and Profiling

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Profiling is the use of information to evaluate an individual. To get a better understanding of who may need additional support during the Covid-19 outbreak we will assess our EitC participants, fan base and referrals to identify those most in need or at risk. This assessment is undertaken by staff

You can inspect your data for accuracy

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10. Additional Use

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Your information will also be used for

Marketing – you can opt out at any time

Statistical purposes – this will be anonymised, so you are not identifiable

Equality and Diversity – this will always be with your explicit consent

Other

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11. What to do if you have a complaint or require further information?

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General enquiries about how your information is used, or for further Privacy notices, please contact the **Data Protection Officer:**

 07966 158 951

 Data Protection Officer, Everton Football Club, Goodison Park, Liverpool, L4 4EL

 Email address: [dataprotectionofficer@evertonfc.com](mailto:dataprotectionofficer@evertonfc.com)

A definition of terms and more details about your rights is contained with Tier One Privacy Notice available from [www.evertonfc.com](http://www.evertonfc.com)

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12. Who regulates personal data processing?

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The Information Commissioner's Office is the UK's independent body set up to uphold information rights.

Further information about their work and the legislation they cover is available from [www.ico.org.uk](http://www.ico.org.uk) or by contacting them on the helpdesk number 0303 123 1113

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