



Liverpool Football Club: Anfield Residents: Privacy Notice

What does this notice cover?

This notice describes how we, The Liverpool Football Club and Athletic Grounds Limited, will use your personal information when we interact with you as a member of our local community. Our use of your personal information will be overseen by our Residents Liaison Manager (RLM). Your feedback is important to us. It will help us to improve how we continue to engage with you, as a member of our local community, to address your concerns and feedback around matchday and event operations, ensuring they run as smoothly as possible.

What information do we use?

We use your name, address, email address, telephone number and your feedback.

How do we use your information?

We will use your information for the purposes of:

- notifying you of matchday, concert and major event plans such as road closures, fan meet and greets, drop-off points etc and any changes;
- inviting you to attend and keeping you up-to-date on arrangements for residents' events at Anfield such as drop-in sessions, RLM surgeries, community events;
- information about our latest community events (Red Neighbours and LFC Foundation);
- building a better understanding of our neighbours in the Anfield area;
- addressing any questions, complaints or issues you may have;
- recording your attendance at drop-in sessions and RLM surgeries; and
- if you are eligible, administering the residents' ballot and associated ticketing.

Who will we share this information with, where and when?

We will sometimes share the information you provide to us with local councils on an anonymous basis (i.e. not identifying you) for example, informing them that a specific proportion of residents are concerned about a particular issue.

If you are eligible for the residents' ballot we will share your information with the independent provider who administers the ballot solely for the purposes of carrying out the ballot.

Your information will be shared with companies who provide services to us who will process it on our behalf for the purposes identified above. This includes providers of communications platforms and other services to the club such as hosting and app developers.

We may share personal information with the government and local authorities or with the police if necessary. This includes when it is required by law, including our responsibilities to protect vulnerable people, or to protect our legal position.

We will never share your data with a third party for the purpose of them directly marketing to you.

We may need to store or transfer your personal information to countries outside the European Economic Area (EEA), some of which do not protect privacy rights as extensively as in the UK. However, we have taken appropriate safeguards to require that your personal information will remain protected in accordance with this Privacy Notice. Further details of these safeguards can be provided for your review on request by contracting our Data Protection Officer using the contact information set out under the heading 'How do I get in touch with you or your data protection officer?' below.



Legal basis for processing personal data

Our legal basis for collecting and using your personal data will depend on the personal data concerned and the specific context in which we collect it.

If we ask you to provide personal data to comply with a legal requirement or to perform a contract with you or with your explicit consent, we can provide details of this to you on request. We will advise you at the time whether the provision of your personal data is mandatory or not.

If we collect and use your personal data in reliance on our legitimate interests (or those of any third party), you may request that we provide with your information about what those legitimate interests are by contacting us using the details at 'How do I get in touch with you?' below.

What rights do I have?

You have the right to **ask us for a copy** of your data or to **correct, delete or pause active processing** of your data. You can also **obtain personal data you provide to us for a contract or with your consent** and ask us to **share (or “port”) this data to another organisation**.

In addition, you can **object** to the use of your personal data in some cases. This means you can ask us to stop using your data in a particular way. In particular, you can ask us to stop using the data where we aren't forced to use the data because of a contract we have with you or some other legal duty. You can also always ask us to stop sending you marketing messages.

These **rights may be limited**. For example, we don't need to give you data if it would unfairly reveal someone else's data. Similarly, we will not delete data if we are required by law to keep it. Relevant exemptions are included in both the GDPR and in the Data Protection Act 2018. We will tell you if there are relevant exemptions when we respond to your requests.