



Customer Privacy Notice

last updated March 2026

West Bromwich Albion Football Club Limited (the **Club**) respects the privacy of all fans and other customers and everyone else associated with them. We will collect and use personal data responsibly and in ways that are consistent with our obligations and your rights under the law. We understand the need to be extra careful when holding and using children's data.

This Privacy Notice explains how the Club uses and protects your personal data, including audio, photographs, video recordings and other images of you, as well as your rights in respect of personal data, how to exercise your rights, and how to contact us. More information about how the Club processes personal data in general can be found in our Privacy Policy at <https://www.wba.co.uk/privacy-policy>.

Information about other people

If you provide information to us about any other people, you must give them a copy of this Privacy Notice so that they understand how their information will be used. You should only provide information about them if you are authorised to do so.

Changes to this Privacy Notice

Privacy laws and practice are constantly developing, and we aim to meet high standards. Our policies and procedures are, therefore, under continual review. We may, from time to time, update our Privacy Notice. If we want to make any significant changes to the way in which we will use your personal data we will contact you and, if required, seek your consent

About us

Unless we say otherwise, the Club is the data controller in respect of all personal data we obtain about you. This means that we are responsible for ensuring that we do so in full compliance with data protection and all other related privacy laws.

You can contact us as follows:

Address: West Bromwich Albion Football Club, The Hawthorns, West Bromwich, West Midlands B71 4LF
Phone: 0121 524 3470
Email address: dataprotection@wbafc.co.uk

If you have any questions or concerns about how we are handling your personal data, you can direct them to Club's HR Department at dataprotection@wbafc.co.uk or you can make a complaint to the Information Commissioner's Office (www.ico.org.uk).

Security

We take the security of personal data seriously. We use security technology, including firewalls, password protection and encryption to safeguard information and have procedures in place to ensure that our paper and computer systems and databases are protected against unauthorised disclosure, use, loss and damage. We have processes in place to deal with a data breach in the unlikely event one should occur.

We only use third party service providers where we are satisfied that they provide adequate security for your personal data.

Categories of personal data that we process

The personal data we process may vary depending on the goods or services you are receiving and whether they are paid for or free. You should expect the following types of personal data to be processed for our purposes, and the Club is the controller of this data.

<p>Personal details</p> <p>Title, name, any ‘known as’ name and personal pronoun</p> <p>Contact details such as address, email address and phone number</p> <p>Relationship with others you book or purchase for or who have booked or purchased for you</p> <p>Age / date of birth</p> <p>Audio, photographs, video recordings, and other images taken at matches, events, and on Club premises, or which you provide to the Club, for purposes related to the promotion or operation of the Club, and where and how we have used them</p> <p>Race or ethnicity (where this is evident in the audio, photograph, video recording, or other images)</p> <p>MYALBION account details</p> <p>Social media identifiers</p> <p>Disability / health conditions / dietary preferences <i>(if applicable)</i></p> <p>Medical passport / certificate / pass or vaccine certificate <i>(if applicable)</i></p> <p>Travel certificate / confirmation <i>(if applicable)</i></p> <p>Vehicle registration number <i>(if applicable)</i></p> <p>Details of consents given</p> <p>Names and contact details of parent / legal guardian / carer and other family members <i>(if applicable)</i></p>	<p>History</p> <p>Products and services you have asked us to provide (and whether we have done so)</p> <p>Products and services others have asked us to provide for you (and whether we have done so)</p> <p>Key events (birthday, celebratory events, key work projects)</p> <p>How you are known to the Club</p> <p>Details of any feedback you provide</p> <p>Details of any incident involving you or someone else in your party</p>	<p>Diversity and inclusion (where relevant)</p> <p>Marital status</p> <p>Age / date of birth</p> <p>Religious beliefs</p> <p>Gender / Gender reassignment</p> <p>Ethnicity</p> <p>Sexual orientation</p> <p>Political opinions</p> <p>Disability / health conditions / pregnancy and maternity</p>
<p>Preferences</p> <p>Details of any consents and preferences chosen</p>	<p>Safeguarding information</p> <p>Safeguarding concerns (including information about concerns raised, details of those people involved, witness details, welfare reports, actions recommended and taken)</p>	<p>Payment details</p> <p>Details of payments received and declined, and any refunds given</p> <p>The Club does not usually receive any payment card details. Instead, we use a PCI compliant service provider (such as Secutix / Adyen for ticketing and Optomomy for merchandising) to process payments.</p>

Certain personal data is designated as ‘special category data’ in law, which means it has special protection. This includes: information about health, race or ethnicity, genetic and biometric data and information concerning a person’s sex life or sexual orientation.

Sources of personal data

<p>You</p> <p>Your parent/legal guardian/carer</p> <p>Someone else who has made a booking or purchase for you <i>(if applicable)</i></p> <p>Other clubs you are associated with (for example, if you or purchase a ticket as an ‘away ‘fan or you purchase one for someone else)</p> <p>Our own records or those from CLUB AFFILIATES such as THE ALBION FOUNDATION</p> <p>Persons taking audio, photographs, video recordings, and other images</p>	<p>Our sponsors or partners where they provide goods or services for you</p>	<p>Stakeholders in anti-corruption matters including other sports organisations, the Gambling Commission, betting operators and sports-related integrity units</p> <p>Social media</p> <p>Insurers</p> <p>Police and other law enforcement agencies</p> <p>Statutory Agencies (e.g. Children Services or Adult Services)</p> <p>Entities or individuals that book events that you are to attend at the Club</p>
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Automated decisions using personal data

We do not normally take any solely automated decisions.

Sponsor and partner programmes

The Club teams up with a variety of sponsors and commercial partners each of which bring value to the game and many of them are happy to make offers and opportunities available to you so that you can also benefit from them being in the WBA family.

You can view an up-to-date list of [CLUB SPONSORS & PARTNERS](#) by clicking the link.

Purposes for which we process personal data and the legal basis for doing so

The legal basis for the collection and processing of your personal data depends on the type of information, the purpose for which we use it and the nature of our relationship. There are a large number of legal bases for our use of personal data such as to enable us to comply with our legal responsibilities (for example a contract we have with you or which the law imposes on us) or that the processing is in our legitimate interests (for example to uphold standards and ensure the reputation of and opportunities at the Club are enhanced) or for establishing and dealing with any legal claims. Apart from direct marketing, social inclusion, or dealing with certain medical needs, we rarely rely on consent.

We may, however, ask for your consent to use audio, photographs, video recordings, and other images of you for purposes related to the promotion and operation of the Club. When you attend our matches, events, or visit our premises, you may be photographed, filmed, or otherwise recorded, which may identify you as an individual. You may also provide the Club with audio, photographs, video recordings, and other images of you. You may be asked to provide your consent to the collection, use, and publication of your audio, photographs, video recordings, and other images for the purposes listed below. Consent is voluntary and can be withdrawn at any time by contacting us at dataprotection@wbafc.co.uk. Withdrawal of consent will not affect any lawful use of your audio, photographs, video recordings, and other images prior to the withdrawal. By submitting your audio, photographs, video recordings, and other images, you confirm that you are either the individual depicted or, if under 18 years of age, that you are a parent or legal guardian providing consent on their behalf. By providing consent for a minor, the parent or guardian confirms that they have the legal authority to do so.

We process personal data for a number of purposes, which are set out below:

Purpose	Legal basis
Administration. Administration of any requests you make to us such as to purchase tickets, set up a MYALBION account to purchase items from our shop, to provide WBA.TV , send you newsletters, administer competitions and prize draws.	Personal data
	Consent or
Match and event administration and security. Includes match / event admission, match / event security, dealing with incidents, and obtaining insurance. This includes use of CCTV or other Images for Club security, safeguarding, or crowd and incident management.	It is necessary to fulfil the contract that you (or someone booking or making a purchase for you) are going to enter into or have entered into with us and/or
	It is necessary for compliance with a legal obligation and/or
	It is necessary for our legitimate interests which are to ensure staff meet the Club's policies and objectives and manage its business effectively and meet any requirements set by football governing bodies and
Direct marketing. Including creating a personal profile for you and maintaining	and, in addition for 'special category' personal data
	Explicit consent or
	It is necessary for carrying out obligations and exercising the individual's rights or those of the Club in the field of employment and/or

<p>details of your preferences. This may include offers from CLUB SPONSORS & PARTNERS and CLUB AFFILIATES</p>	<p>It relates to personal data that is manifestly made public by you and/or</p> <p>It is necessary for insurance purposes and/or</p> <p>It is necessary for the establishment, exercise or defence of legal claims</p>
<p>Commercial activities. Administration and carrying out Club commercial activities including those that have been specifically agreed with you / the person who has booked / purchased for you (<i>as applicable</i>). This may include offers from CLUB SPONSORS & PARTNERS and CLUB AFFILIATES</p>	
<p>Marketing, Promotional and PR. We may use your data, including your image and likeness in any photographs, video, or audio to promote and market the Club, its activities and its partners and sponsors, including on materials in and around the stadium, through publications, press releases and on our website, social media and other promotional channels, newsletters, marketing materials, brochures, posters, and media coverage, and/or to provide your image and likeness in any photographs, video, or audio to Club partners and sponsors for their promotional purposes, and/or to send you information about Club activities, promotions, or events.</p>	<p>Personal data</p> <p>Consent (for example, if the image is used in a way that singles you out, or if the image is of children, vulnerable people, or taken in a context where you wouldn't reasonably expect to be photographed); or</p> <p>It is necessary to fulfil the contract that you are going to enter or have entered with us (for example, providing your photograph or image to the Club or one of our partners in connection with a specific project, initiative, match or event); and/or</p> <p>It is necessary for our legitimate interests which are to promote the Club, engage with supporters, and document events, provided the use is proportionate and does not override your rights (for example, general photographs of the crowd at matches where you are not the main focus).</p>
<p>Membership and Customer Services. Processing personal data to manage memberships, ticketing, and customer communications, including photographs or other images used as part of membership cards, tickets, digital profiles, or access passes.</p>	<p>Personal data</p> <p>Consent or</p> <p>It is necessary to fulfil the contract that you are going to enter into or have entered into with us and/or</p> <p>It is necessary for compliance with a legal obligation and/or</p> <p>It is necessary for our legitimate interests which are to ensure the requirements set by football governing bodies are met and the Club's policies and objectives and managing its business effectively</p>
<p>Health and welfare. Dealing with any medical issues, injuries, allergies, special needs and mental health concerns, providing physical and emotional support</p>	<p>Personal data</p> <p>It is necessary to fulfil the contract that you are going to enter into or have entered into with us and/or</p> <p>It is necessary for our legitimate interests which are to ensure we are able to effectively perform our duties and meet insurance requirements</p> <p>and, in addition for 'special category' personal data</p> <p>Explicit consent or</p> <p>It relates to personal data that is manifestly made public by you and/or</p> <p>It is in your vital interests or the vital interests of another person and/or</p> <p>It is necessary for the purposes of preventative medicine, medical diagnosis or the provision of health or social care or treatment and/or</p>

	It is necessary for the establishment, exercise or defence of legal claims
Safeguarding matters. Administration of support in safeguarding children and adults at risk Including dealing with safeguarding concerns raised/suspected.	Personal data
	It is necessary for compliance with a legal obligation; and/or
	It is necessary for our legitimate interests and those of others to ensure the safety of all persons that are involved with or come into contact with the Club and to preserve the reputation of the Club
	and, in addition for 'special category' personal data
	Explicit consent or
	It is necessary to protect an individual from neglect or physical, mental or emotional harm or to protect the physical, mental or emotional well-being of an individual
	It relates to personal data that is manifestly made public by you and/or
It is necessary for the establishment, exercise or defence of legal claims	
Anti-corruption and fraud. Monitoring, compliance and enforcement	for personal data and 'special category' personal data
	It is in our legitimate interests and those of other sports to preserve standards in sport and
	It relates to personal data that is manifestly made public by you and/or
	It is necessary for the prevention or detection of an unlawful act and/or
	It is necessary for the prevention of fraud and/or
	It is necessary for the establishment, exercise or defence of legal claims
Diversity and inclusion monitoring. Diversity monitoring and compliance (such as in respect of ethnicity, gender, race, age and disability) and providing equal opportunities	personal data
	It is necessary for compliance with a legal obligation and/or
	It is necessary for our legitimate interests which are to ensure we meet the Club's objectives and requirements set by football governing bodies
	and, in addition for 'special category' personal data
	Explicit consent or
	It is necessary for the purposes of equality of opportunity and/or
	It is necessary for the establishment, exercise or defence of legal claims
Quality and improvement monitoring	
Record keeping. Maintaining Club records including historical records of resources, incidents and compliance	personal data
	It is necessary for our legitimate interests and those of others which are to ensure effective administration of Club activities and to ensure they meet the Club's objectives and the requirements set by football governing bodies and it is in our legitimate interests to maintain records.
Reputation. Club reputation management	
Publicity. Publicity and media activity	and, in addition for 'special category' personal data

	<p>Explicit consent or</p> <p>It is necessary for scientific or historical research or statistical purposes and/or</p> <p>It is necessary to protect the integrity of sport and/or</p> <p>It is necessary for the establishment, exercise or defence of legal claims</p>
<p>Security. Including maintaining security and safety at our stadium and other premises, safeguarding, or crowd/incident management, which includes use of CCTV, audio, photographs, video recordings, or other images.</p>	<p>personal data</p> <p>It is necessary for compliance with a legal obligation and/or</p> <p>It is necessary for our legitimate interests and those of others which are to ensure effective safety of players, staff, fans and others at our offices, training grounds and matches and other venues</p> <p>and, in addition for 'special category' personal data</p> <p>Explicit consent or</p> <p>It relates to personal data that is manifestly made public by you and/or</p> <p>It is necessary for insurance purposes and/or</p> <p>It is necessary for the establishment, exercise or defence of legal claims</p>
<p>Legal matters. Including supporting law enforcement bodies in the prevention, detection and prosecution of crime, and dealing with legal claims and disputes, including sharing audio, photographs, video recordings, or other images required to comply with our legal and regulatory obligations.</p>	<p>Personal data</p> <p>It is necessary to fulfil the contract that you are going to enter into or have entered into with us and/or</p> <p>It is necessary for compliance with a legal obligation; and/or</p> <p>It is necessary for our legitimate interests which are to ensure we manage the Club's business effectively</p> <p>and, in addition for 'special category' personal data</p> <p>Explicit consent or</p> <p>It relates to personal data that is manifestly made public by you and/or</p> <p>It is necessary for the establishment, exercise or defence of legal claims</p>

Who we may disclose your personal data to

You
Your agent / representative(s)
Family members
Emergency contacts

Stakeholders in anti-corruption matters including other sports organisations, the Gambling Commission, betting operators and sports related integrity units
Fans and club members *(where relevant)*
CLUB SPONSORS & PARTNERS

Football governing bodies such as The FA, EFL and English Premier League, UEFA, FIFA
 The Club's owner(s) and shareholders
 Professional staff (including external medical professionals if applicable)
 Relevant service providers that provide services for the Club for example, if you book a DJ as part of a **WEDDING PACKAGE**
 The world at large via Club websites, social media, brochures, match day programmes. press / media releases, newsletters and publicity materials
 The media / press / broadcasters
 Media agencies

Disciplinary panels
CLUB AFFILIATES such as **THE ALBION FOUNDATION**
 Complainants
 Insurers
 HM Revenue & Customs
 Local authorities and relevant agencies regarding safeguarding
 Police and other law enforcement agencies
 Statutory agencies (e.g. Children Services or Adult Services)
 Professional advisers
 Regulators
 Courts or tribunals
 Government agencies (*where we have a legal obligation to do so*)

Location of your personal data

In most cases, we normally keep your personal data within the United Kingdom or the European Economic Area. However, some of our services providers (such as those providing technological services to the Club) use facilities in other countries and this may mean your personal data is held in these other countries. We may also transfer personal data to our owners who may be in other countries.

Wherever we transfer your personal data outside of the United Kingdom, we will take proper care to ensure that it is protected in accordance with this Privacy Notice and applicable privacy laws.

Where we use service providers that provide their services in countries that are not deemed to have an adequate level of protection for personal data, we will normally use the United Kingdom approved 'Standard Contractual Clauses' as the legally accepted mechanism to allow the transfer and protect your data protection rights.

How long we keep your personal data for

The duration for which we keep personal data depends on your relationship with us. The normal expectation is detailed below. However, we will only retain personal data, including Images, for as long as necessary for the purposes described in this notice, or to comply with our legal obligations, or until you withdraw your consent.

General records

Normally for 6 years after you cease to be involved with the Club or 6 years after our last contact with you (*whichever is longer*)

Safeguarding and anti-corruption data and sanctions

At least 7 years after the incident and may be longer, potentially indefinitely, where there is a continued risk or where statutory or other official guidance requires otherwise.

After this time period we will securely delete your personal data or anonymise / pseudonymise it unless we have a legal basis for keeping it.

In the unlikely event that there is a complaint or incident which involves or affects you, we may keep your personal data for 6 years after the matter is resolved.

Your legal rights in respect of your personal data

You have a number of legal rights over your personal data which are:

Right	Explanation
access	You have the right to receive a copy of the personal data that we hold about you including audio, photographs, video recordings, and other images. We will need proof of identity and proof of authority if the request comes from someone other than you. This will ensure we only provide information to the correct person.
withdraw consent to direct marketing	You can exercise this right at any time. Just send an email to dataprotection@wbafc.co.uk and we will take care of this for you.

	If you have opted-in to receive information from or about The Albion Foundation, you can contact them separately at data.protection@albionfoundation.co.uk to opt-out of their direct marketing communications.
withdraw consent to other processing	Where the only legal basis for our processing your personal data is that we have your consent, you can withdraw that consent at any time, and we will have to stop processing your personal data. Please note, this does not mean that processing carried out before you withdrew your consent is unlawful.
rectification	If you think any of the personal data we hold about you is inaccurate – audio, photographs, video recordings, and other images - please contact us at dataprotection@wbafc.co.uk and we will check and, if necessary, amend our records.
restriction	In limited circumstances you may be able to require us to restrict our processing of your personal data. For example, if you think what we hold is inaccurate and we disagree, we may restrict what we do with your personal data until the accuracy has been verified.
erasure	In some circumstances, for example, where we have no legal basis for keeping your personal data, you may be entitled to require us to delete it. This includes audio, photographs, video recordings, and other images.
objection	Where our processing is based on it being in our legitimate interests, you may be entitled to object to us processing it.
portability	Where you have provided personal data to us electronically, you may be entitled to require us to provide that data to you electronically or to transmit it to someone else.
complain	If you have any concerns or complaints about how we are handling your personal data we would prefer you to get in touch with us directly so that we can try to resolve the You can also contact the Information Commissioner’s Office at www.ico.org.uk .

Some of these legal rights are subject to exceptions which means that we may be entitled, or required, to refuse to comply with a request