



EAST FIFE F.C.

DATA PROTECTION POLICY



East Fife F.C. – Data Protection Policy

PRIVACY NOTICE

East Fife Football Club is committed to protecting and respecting your privacy.

This Privacy Notice explains how we collect, manage, use, and protect your personal data. It should be read together with any other privacy notices we may provide in specific circumstances where we collect or process personal data about you.

We may update this Privacy Notice from time to time. Please review this document periodically to ensure you are aware of the most current version.

This policy was last updated in June 2026.

Who We Are

In this policy, references to “the Club”, “we”, or “us” refer to **East Fife Football Club**.

East Fife Football Club acts as the data controller of the personal data we hold about you. This means we are responsible for deciding how your personal data is collected, used, and stored in accordance with applicable data protection legislation.

What Information We Collect

Personal data refers to any information about an individual from which that person can be identified. It does not include anonymous data where identifying information has been removed.

We may collect, use, store, and transfer different kinds of personal data depending on your relationship with the Club. This may include individuals who are supporters, customers, members, applicants, suppliers, website users, or individuals making enquiries.

The types of personal data we may collect include:

- **Identity Data** – name, gender, date of birth, marital status, occupation, and nationality
 - **Contact Data** – home address, business address, email address, and telephone numbers
 - **Financial Data** – bank account details and payment card details
 - **Transaction Data** – records of payments to and from you
 - **Membership Data** – membership application details, renewal information, disciplinary records, preferences, feedback, and survey responses
-



East Fife F.C. – Data Protection Policy

Special Categories of Personal Data

In certain circumstances we may also collect sensitive personal data, including:

- Information relating to your health, including medical conditions or disabilities
- Information relating to criminal history

Such information will only be collected and processed where it is necessary and lawful to do so.

How We Collect Your Information

We may collect information in several ways:

Information You Provide to Us

You may provide personal information to us directly by:

- Completing forms or applications
- Contacting us by phone, email, post, or in person
- Visiting our website
- Purchasing season or match tickets
- Purchasing from our online shop (www.eastfifeshop.com)
- Submitting enquiries or feedback
- Requesting information about events or activities
- Applying for employment or volunteering opportunities
- Providing services to the Club
- Registering for our weekly newsletter

Information We Collect Automatically

When you visit our website or receive emails from us, we may automatically collect technical information about your device, browsing activity, and usage patterns.

This may include the use of cookies.

Cookies are small files stored on your device which allow the website to recognise your device and improve your experience when using the website. You may choose to disable cookies through your browser settings if you prefer.

Our website may also use tracking tools such as Google Analytics to understand how visitors use the site. These tools help us improve the performance and usability of our website but do not collect personal information that directly identifies you.

Further information about cookies can be found at: www.allaboutcookies.org



East Fife F.C. – Data Protection Policy

Information from Third Parties

We may receive personal data about you from third parties, such as:

- Business partners and service providers
- Payment providers and delivery services
- Advertising and analytics providers
- Analytics providers
- Search information providers

We may receive information if you have provided permission to other organisations to share it with us. Before providing permission to such third-party organisations to share your personal data, you should check their privacy notices carefully. We may take information from publicly available sources (where possible) to keep your information up to date.

How We Use Your Information

We may use your personal data in the following ways:

- To consider and process membership applications
- To manage and administer our relationship with you
- To provide information about Club news, events, activities, and services
- To fulfil contractual obligations between you and the Club
- For disciplinary or governance purposes
- To respond to enquiries or requests
- To improve the services we provide
- To notify you of changes to our services
- For administrative and quality assurance purposes
- For legal and regulatory compliance
- To manage and improve our website and online services
- For internal analysis, research, and statistical purposes

We may combine information we receive from other sources with the information you provide to us in order to provide you with the most relevant services and communications.

Communications with You

We may contact you by email, text message, telephone, on social media, or by post in relation to our services, activities, or events.

You may opt out of receiving marketing communications at any time by contacting the Club using the details provided at the end of this notice.



East Fife F.C. – Data Protection Policy

Profiling

We may use profiling methods to better understand our supporters and members and to provide relevant communications.

This may involve combining information we already hold with additional publicly available data. If you do not wish for your information to be used in this way, you may contact us using the details below.

Legal Basis for Processing Your Information

Under data protection legislation, we must have a lawful basis for processing personal data.

We rely on several lawful bases, including:

- **Legitimate interests** – where processing is necessary for the administration of the Club and does not override your rights and freedoms
- **Contractual necessity** – where processing is required to fulfil a contract with you
- **Consent** – where you have agreed to receive marketing communications
- **Legal obligation** – where we must process personal data to comply with legal requirements

Where we process special categories of personal data (such as health information), we may request your consent unless another lawful basis applies.

How Long We Keep Your Information

We will only retain personal data for as long as necessary to fulfil the purposes for which it was collected.

Where legal requirements apply, we will retain information for the period required by law. Otherwise, retention periods will be determined based on the nature, sensitivity, and purpose of the data.

We regularly review our retention policies to ensure data is not kept longer than necessary.

In some cases, personal data may be anonymised for research or statistical purposes and retained indefinitely.



East Fife F.C. – Data Protection Policy

Sharing Your Information

We **will not sell your personal data** to third parties.

However, we may share your information with trusted third parties where necessary, including:

- Service providers who assist us with operations
- Professional advisers such as auditors or legal advisers
- IT service providers
- Event partners where events are jointly organised
- Analytics providers assisting with website performance

We may also disclose information where required by law, court order, or regulatory authority.

International Transfers

Some of our service providers may operate outside the European Economic Area (EEA). Where this occurs, we will ensure appropriate safeguards are in place to protect your personal data, such as legally approved contractual protections.

If You Do Not Provide Personal Data

If you do not provide certain personal information, we may be unable to provide you with membership, services, or other benefits. Where this occurs, we will inform you at the time.

Your Rights

Under data protection law, you have several rights regarding your personal data. These include:

- The right of access to your personal data
- The right to correct inaccurate or incomplete information
- The right to request erasure of your data in certain circumstances
- The right to restrict processing of your data
- The right to object to certain types of processing, including direct marketing
- The right to data portability
- The right to claim compensation if data protection laws are breached

You may also lodge a complaint with the Information Commissioner's Office (ICO) if you believe your personal data has been mishandled.

Further information can be found at: <https://ico.org.uk>



East Fife F.C. – Data Protection Policy

Security of Your Information

We have implemented appropriate technical and organisational measures to protect personal data from accidental loss, misuse, or unauthorised access.

Third-party service providers are only permitted to process personal data on our instructions and must treat it confidentially and securely.

We also have procedures in place to respond to suspected data breaches and will notify affected individuals and regulators where required.

Contact Us

If you have questions about this policy, wish to exercise your rights, or wish to make a complaint, please contact:

East Fife Football Club

Bayview Stadium

Harbour View

Methil, Fife

KY8 3RW

Email: office@eastfife.co.uk

Telephone: 01333 426323

REVISION HISTORY

Revision	Reviewed By	Changes
February 2025	J Donaldson	First issue
June 2026	L Anderson	Re-wording and minor clarifications throughout