

ICC CRICKET WORLD CUP 2019 PRIVACY NOTICE - TICKETING



The England and Wales Cricket Board Limited (**ECB**) is the national governing body for cricket and is also the Local Organising Committee for the ICC Cricket World Cup 2019 (**CWC2019**).

Under new laws coming into effect in May 2018, we are required to provide you with certain details concerning how your personal data will be used and protected.

Full details of how we use and protect your personal data, as well as your rights in respect of it, are in our Privacy Policy which you can find by clicking [here](#). A summary of the key points is shown below.

Names of data controller	The England and Wales Cricket Board Limited
Contact details	<p>Mail: England and Wales Cricket Board Lord's Cricket Ground London NW8 8QZ</p> <p>Email: privacy@ecb.co.uk</p> <p>phone. +44 20 7432 1200</p> <p>website. www.ecb.co.uk</p>
Categories of personal data	<p>Name</p> <p>Postal address</p> <p>Email address</p> <p>Phone number</p> <p>Favourite International Cricket Team</p> <p>Date of Birth</p> <p>Gender</p> <p>Preferred CWC 2019 venue</p> <p>Cookies</p>
Sources of personal data	You or any person making a purchase on your behalf
Automated decisions	None
Purposes of processing	<p>The ECB will process your personal data for the purposes of:</p> <ul style="list-style-type: none"> • Administering any ticket purchase and attendance at matches • Direct marketing if you have consented to this • Reporting of figures and trends in interest in cricket (including equality, inclusion and diversity information) • For quality and improvement monitoring
Who we will disclose your personal data to	<p>Ticketmaster is the ECB's ticket provider and Ticketmaster will receive your personal data to administer your ticket purchase and fulfil your ticket order using an appropriate payment gateway.</p> <p>Where you have provided your consent to disclose your data to the ICC, IBC or to an ICC sponsor, or a cricket organisation, the ECB may disclose your data to them.</p>



	<p>The ECB may disclose your personal data to third parties engaged directly by us to undertake anti-ticket infringement activities (such as the prevention of online ticket touting and ticket fraud). In each case, we will ensure that suitable safeguards are put in place with each third party to safeguard the processing of your personal data.</p>
Legal basis for processing your personal data	<p>The legal basis for the collection and processing of your personal data is:</p> <ul style="list-style-type: none">• administration: that it is necessary to fulfil the contract that you are going to enter into or have entered into with us• equality and inclusion. that you have given your explicit consent by answering the question• direct marketing: that you have given your consent• in all other cases: that it is necessary for our legitimate interests which are to ensure that our services meet the requirements of fans and this does not prejudice or harm your rights and freedom
Your right to withdraw consent	<p>You have the right to withdraw any consent you have given at any time. If you do, it will not affect the lawfulness of any processing for which we had consent prior to your withdrawing it.</p>
Direct marketing	<p>We hope you would like to hear from us and others involved in cricket and that you will allow us to use your personal data for direct marketing and to tailor our marketing communications to suit what we think you will find interesting and relevant (profiling).</p> <p>You can choose the information you receive by selecting your preferences on screen (if you use the online facility) or by telling the Ticketmaster operator (if you book over the phone). You can change your mind at any time.</p>
Location of your personal data	<p>We will normally keep your personal data within the United Kingdom or the European Economic Area.</p> <p>If you have consented to the ICC, IBC or ICC sponsors receiving your data, the ICC will hold your data in Dubai and America. We will, of course, ensure that your information is transferred securely and in accordance with applicable privacy laws.</p>
How long we will keep your personal data for	<p>We will normally keep your personal data in relation to ticket sales for up to 6 months after the event for market research purposes. If during your purchase you have consented to the ECB, using your data for direct marketing, then we will normally keep your data for 2 years after your last engagement with us. After this time period we will anonymise your information and keep for analysis of engagement trends. If you have consented to the ICC, IBC or ICC sponsors using your data for direct marketing, they will normally keep the data for 4 years after your last engagement.</p>
Your rights in respect of your personal data	<p>You have the right of access to your personal data and, in some cases, to require us to restrict, erase or rectify it or to object to our processing it, and the right of data portability.</p>
Complaints	<p>If you have any concerns or complaints about how we are handling your data please do not hesitate to get in touch by emailing us at privacy@ecb.co.uk or by calling +44 20 7432 1200. You can also contact the Information Commissioner's Office.</p>