

PRIVACY POLICY

Liverpool Football Club is committed to respecting your personal information and will ensure that any data you provide to us either during registration or when purchasing goods or services will be stored securely, treated with confidentiality and processed in accordance with the UK Data Protection Act 1998, or any other relevant consumer legislation that is in place to protect you.

This policy explains how we collect, store and use your personal data when you visit yourvoice.liverpoolfc.com ("**Website**") and when you transact with us. It also describes the types of data we collect, how we use this data to ensure we provide relevant and timely services to you, and your rights to control our use of that data.

By visiting this Website and in providing any data about yourself to us, you are confirming that you have read understood and agree to our policies and consent to us using that information as described. If you are at all uncertain about any aspect of our policies and practices, please contact us using our [online contact form](#) and refrain from using this Website.

We may update this policy from time to time so please check back here regularly.

WHAT INFORMATION WE COLLECT

We may collect and process the following data about you:

- a. information that you supply when we ask you to complete surveys about Liverpool Football Club and other topics on the Website. We use this information for our own research purposes only, as detailed further below, and you do not have to respond to the surveys;
- b. information that you provide by filling in forms on, or otherwise posting to, the Website. This includes, but is not limited to, information provided when you register to be a member of the Website, post material in forums or other areas of the Website, subscribe to additional Website services or request further services from us. We may also ask you for information when you enter any of our competitions or promotions, and if you report a problem with, or have questions about, the Website; and
- c. if you otherwise make contact with us, we may keep a record of that correspondence.

Such data may include your name, age, gender, e-mail address, telephone number and a password. Occasionally we may also collect information on health or disability if it is relevant to ensuring your health and safety for an event or service you have booked with us.

In order to improve the quality of our services and your experience when visiting our website we also monitor your visit and collect information about where you are on the internet (eg the URL you came from, IP address, domain types like .co.uk and .com), your browser type, the country and telephone area code where your computer is located, the pages of our website that were viewed during your visit, the advertisements you clicked on, and any search terms that you entered on our website ("**User Information**"). We may collect this information even if you do not register with us.

All personal information will be held and stored on secure servers used by The Liverpool Football Club and Athletic Grounds Limited, Anfield Road, Liverpool, L4 0TH.

HOW WE WILL USE YOUR INFORMATION

We will use the information you provide us or that we collect about you for the following purposes:

- a. for our own research purposes, in order to better understand our supporters and their preferences and to improve the experience and products that we offer. We do not sell or distribute the survey information you provide through the Website to companies outside of the Club;
- b. to operate the Website, manage your research panel membership registration and ensure that content from the Website is presented in the most effective manner for you and for your computer;
- c. to target relevant research panel membership activities to you;
- d. to communicate with you and to allow you to participate in interactive features of the Website, when you choose to do so;
- e. to provide goods or services;
- f. to provide aggregated statistical information for LFC or relevant third parties that will help improve our website and services to you. (These statistics will not directly identify you);
- g. to administer this website;
- h. to notify you about changes to our services;
- i. to carry out our obligations arising from any agreements entered into between you and us; and
- j. as part of your research panel membership we will contact you by email from time to time to email you of surveys that you may wish to take part in, to alert you to other activity on the Website and to provide you with other information about your research panel membership.

By agreeing to supply or allowing us to collect the information described above, you confirm that you do not and will not consider any of the above as being a breach of any of your rights under the Privacy and Electronic Communications (EC Directive) Regulations 2003.

Any information collected from persons under the age of 18 will not knowingly be used for marketing purposes. Notifications of competition wins or prizes will only be sent to a parent or legal guardian for any person under the age of 18.

Your data will never be sold or shared with third parties for the purposes of marketing without seeking prior consent. This would be separate to the consent provided as part of registration to this site.

We may also at times be required to disclose your data to third parties:

- a. in the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets; or

b. if Liverpool Football Club or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.

We may occasionally disclose your personal information as part of a legal process, for example, in response to a court order. We also may disclose such information in response to a law enforcement agency's request or where we believe it is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, non-compliance with our Terms, or as otherwise permitted or required by law and consistent with legal requirements.

We use cookies on this site to enable us to personalise your visit. Use of cookies is governed by EU legislation and for further information on what they are and how they are used; please visit our dedicated [Cookie Information](http://www.liverpoolfc.com/legal/cookies) page at <http://www.liverpoolfc.com/legal/cookies>.

HOW WE WILL KEEP YOUR INFORMATION SECURE

Keeping your information secure is very important to us. Your data will be held within the European Union and all reasonable measures to protect and safeguard your data in accordance with applicable data protection law will be taken. Please note that we cannot guarantee that any data transmission over the internet is completely secure.

To help us provide you with information relating to products and services that we think you will be interested in your data may occasionally be processed and held by third parties outside the European Economic Area (EU). If this is the case we will put in place appropriate safeguards to ensure your data is secure and protected in accordance with applicable data protection law.

YOUR RIGHTS

You have the right to request that we don't send marketing material to you and this can be done by ensuring the correct consent boxes are ticked at the time of registration or making a purchase.

You can also change personal information and amend your consent using the 'My LFC' facilities when you are signed in to our website or shopping areas.

We also provide the opportunity to unsubscribe or amend your marketing preferences when we send you a marketing email. Please note that if you do unsubscribe or withdraw your consent we will be unable to keep you informed on issues that may be of interest to you such as ticketing availability.

At any time you can make a formal request to provide a copy of any information we hold about you. This should be done in writing (see [How do I contact Liverpool Football Club](#) for our contact information). We may charge a small fee up to the maximum allowable amount of £10. Please visit our [help pages](#) for any further information or use [Contact Us](#) to submit questions to the help team about our policies.

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail.