PETERHEAD FOOTBALL CLUB

PRIVACY POLICY

Last updated: August 2026

Peterhead Football Club ("Peterhead FC", "PFC", "the Club", "we", "us" or "our") is committed to protecting and respecting your privacy and personal information.

This Privacy Policy explains how we collect, use, store and protect personal information and the rights you have in relation to that information.

It applies to personal information collected through our website, ticketing and hospitality activities, Blue Toon TV, commercial and sponsorship activities, competitions, events, matchdays, email communications and other interactions with Peterhead Football Club.

We may update this Privacy Policy from time to time. The most recent version will be published on our website.

If you have any questions about this policy or how we use your personal information, please contact:

Peterhead Football Club
Balmoor Stadium
Balmoor Terrace
Peterhead
AB42 1EQ

Email: **office@peterheadfc.co.uk**
Telephone: **01779 478256**

1. Who is responsible for your personal information?

Peterhead Football Club is responsible for deciding how and why personal information collected by the Club is used.

For data protection purposes, Peterhead Football Club is the **data controller** of personal information covered by this Privacy Policy.

Services operated by the Club, including **Blue Toon TV**, are covered by this Privacy Policy unless we specifically tell you otherwise.

Where another organisation is separately responsible for your personal information, for example a ticketing provider, football governing body or other partner, that organisation may also provide you with its own privacy information.

2. What personal information do we collect?

The information we collect will depend upon your relationship and interactions with Peterhead FC.

This may include:

Identity and contact information

- Name;
- postal address;
- email address;
- telephone number;
- date of birth where required; and
- other contact details you provide to us.

Ticketing, membership and customer information

- Ticket purchases;
- season ticket information;
- hospitality bookings;
- Blue Toon TV subscriptions;
- supporter or membership information;
- event bookings; and
- records of products or services purchased from the Club.

Financial and transaction information

- Details of payments made to or received from the Club;
- invoices and transaction records; and
- limited payment information where necessary.

We do not normally retain complete debit or credit card details where payments are processed securely by a third-party payment provider.

Commercial information

- Sponsorship and advertising information;
- corporate hospitality details;
- business contact information;
- supplier information; and
- details relating to commercial agreements.

Communications

- Emails, letters and other correspondence with us;
- enquiries and requests;
- complaints;
- feedback and survey responses; and

- preferences relating to communications from the Club.

Technical and website information

- IP address;
- browser and device information;
- website usage information;
- cookies and similar technologies; and
- information about how you interact with emails or our website where such technology is used.

Photography and audio-visual information

- Photographs;
- video footage;
- audio recordings; and
- images captured at matches, events and other Club activities.

Further information about matchday photography and filming is provided in section 8 below.

CCTV
CCTV may operate at Balmoor Stadium and other Club premises for security, safety, crime prevention and related purposes.

Other information
Where necessary and lawful, we may process additional information relating to employees, players, volunteers, contractors, job applicants and others working with or on behalf of the Club.

Separate privacy information may be provided where appropriate.

3. How do we collect personal information?

We may obtain information directly from you when you:

- purchase a ticket or season ticket;
- book hospitality or attend an event;
- subscribe to Blue Toon TV or another Club service;
- purchase merchandise or other products;
- enter a competition;
- become a sponsor, advertiser or commercial partner;
- contact the Club;
- subscribe to emails or other communications;
- complete a form;
- provide feedback;
- visit our website;
- apply for employment or volunteering opportunities; or
- otherwise deal with Peterhead FC.

We may also collect information automatically through our website, including through cookies and similar technologies.

We may receive information from third parties where appropriate, including:

- ticketing and payment providers;
- football governing bodies;
- sponsors and commercial partners;
- service providers;
- social media platforms;
- analytics providers;
- publicly available sources; and
- other organisations where you have authorised them to provide information to us or there is another lawful reason for doing so.

4. How and why do we use your information?

We will only use personal information where we have a lawful reason to do so.

Depending upon the circumstances, we may use your information:

To provide products and services

For example:

- processing ticket and season ticket purchases;
- managing Blue Toon TV subscriptions;
- processing hospitality and event bookings;
- fulfilling merchandise orders;
- administering competitions; and
- dealing with sponsorship and commercial agreements.

The lawful basis will normally be that the processing is necessary to perform a **contract** with you or to take steps at your request before entering into a contract.

To manage our relationship with you

This may include:

- responding to enquiries;
- providing customer service;
- notifying you of relevant changes;
- dealing with complaints;
- maintaining accurate records; and
- administering your relationship with the Club.

Depending upon the circumstances, we may rely on **contract**, **legitimate interests** or a **legal obligation**.

To operate and promote Peterhead Football Club

We have a legitimate interest in operating, developing and promoting the Club and communicating with supporters and the wider community.

This may include:

- reporting on matches and Club activities;
- promoting Peterhead FC;
- publishing Club news;
- engaging with supporters;
- promoting tickets, hospitality and events;
- managing our website and social media channels;
- maintaining an historical record of the Club; and
- using appropriate photography and video footage.

Where we rely upon legitimate interests, we consider the Club's interests alongside the rights, freedoms and reasonable expectations of the individuals concerned.

To comply with our legal obligations

We may process information where necessary to:

- maintain financial and accounting records;
- comply with tax requirements;
- comply with football regulations;
- respond to lawful requests from regulators or law enforcement;
- comply with health and safety requirements; and
- establish, exercise or defend legal claims.

Marketing

We may send you information about Peterhead FC news, tickets, matches, hospitality, events, products or services where permitted by law.

Where consent is required, we will ask for it.

You may unsubscribe from marketing communications at any time by using the unsubscribe option provided in the communication or by contacting **office@peterheadfc.co.uk**.

You will not be prevented from receiving essential service messages relating to something you have purchased or booked simply because you have opted out of marketing.

5. Special category information

Some types of personal information receive additional protection under data protection law. These include information concerning health, ethnicity, religion and certain other characteristics.

Peterhead FC will only process this type of information where necessary and where an appropriate legal basis and additional condition for processing applies.

This may arise, for example, in relation to players, employees, accessibility requirements, medical emergencies or other specific circumstances.

We will not routinely collect sensitive information about supporters where it is unnecessary.

6. Children and young people

Peterhead FC recognises that children and young people require particular protection in relation to their personal information.

Where we collect information directly relating to children, we will take particular care to ensure that its use is fair, appropriate and transparent.

Where appropriate, we may seek consent from a parent or guardian, particularly where a child is being specifically photographed, filmed or featured as the principal subject of promotional or marketing material.

This should be distinguished from general or incidental crowd photography at a public football match or Club event, as explained below.

7. Matchday photography, filming and media coverage

Photography and filming form a normal and important part of professional football and the activities of Peterhead Football Club.

When attending a match, event or activity at Balmoor Stadium or another venue at which Peterhead FC is participating, you should be aware that photography, video and audio recording may take place.

This may be carried out by:

- Peterhead FC staff or volunteers;
- Club photographers and videographers;
- Blue Toon TV;
- broadcasters;
- journalists and other accredited media;
- the SPFL, Scottish FA or competition organisers; and
- other authorised media partners.

Images or footage may include spectators, hospitality guests, players, officials, staff and other individuals attending the event.

Why we use photography and video

Peterhead FC may use photographs and footage for purposes including:

- match coverage;
- Club news and reporting;
- Blue Toon TV coverage;
- match highlights;
- website content;
- official social media;
- match programmes and publications;
- promotional and marketing materials;
- commercial and sponsorship activity;
- press and media activity;
- community engagement; and
- maintaining an historical archive of Peterhead Football Club.

Our lawful basis

Where individuals appear in general matchday, crowd or event photography and filming, Peterhead FC will normally rely upon its **legitimate interests** in reporting upon, documenting, promoting and maintaining an historical record of the Club and its activities.

We consider that supporters attending a professional football match can reasonably expect photography and filming to take place as part of normal match coverage and Club communications.

We will nevertheless seek to ensure that our use of images is reasonable, proportionate and respectful of individuals' privacy.

We do not therefore rely upon obtaining individual written consent from every person who may appear incidentally within a crowd photograph or general matchday footage.

Close-up and featured photography

Different considerations may apply where an individual is deliberately selected as the principal subject of photography or filming, particularly where the proposed use is promotional or commercial rather than general match reporting.

Where appropriate, we may explain the intended use or seek consent before using such material.

Children

Children may appear incidentally within general crowd photographs and matchday footage.

However, Peterhead FC will take additional care where an identifiable child is deliberately featured as the principal subject of photography or video, particularly for promotional or commercial purposes.

Depending upon the circumstances, we may seek the agreement of a parent or guardian before publication.

We will also take account of any safeguarding concerns brought to our attention.

If you have concerns about being photographed or filmed

We recognise that there may be circumstances where an individual has a particular reason why they should not be photographed or filmed.

If you have a concern, please speak to a member of Club staff where practicable or contact:

office@peterheadfc.co.uk

We will consider reasonable requests wherever possible.

If you believe that a particular photograph or video featuring you or your child should not have been published, please contact us. We will consider the circumstances and any objection in accordance with applicable data protection law.

8. Social media

Peterhead FC operates official accounts on social media platforms in order to communicate with supporters and promote the Club.

Content published by the Club may include:

- photographs and video footage;
- match coverage;
- supporter and event photographs;
- player and staff interviews;
- competition content;
- sponsor and hospitality content; and
- other Club news and promotional material.

Once material is published on a social media platform, that platform may process information in accordance with its own privacy terms and policies.

Users may also share, repost or otherwise distribute publicly available content. Peterhead FC does not have complete control over subsequent use of material by independent third parties once it has been legitimately published online.

If you have concerns regarding material published by an official Peterhead FC account, please contact **office@peterheadfc.co.uk**.

9. CCTV

CCTV may be operated at Balmoor Stadium for purposes including:

- protecting supporters, staff, players and visitors;
- maintaining safety and security;
- preventing and detecting crime;
- protecting Club property; and
- assisting in the investigation of incidents.

CCTV footage will only be accessed where necessary and may be provided to Police Scotland, football authorities or other appropriate bodies where there is a lawful reason to do so.

Footage will not be retained for longer than reasonably necessary unless required in connection with an incident, investigation or legal obligation.

10. Cookies and website technology

Our website may use cookies and similar technologies.

Cookies are small files or pieces of information stored on or accessed from your device.

Some cookies and technologies are necessary for our website to operate. Others may help us understand how our website is used, improve its performance or provide other functionality.

Where the law requires consent before a particular cookie or similar technology is used, we will seek that consent.

You can manage the choices available to you through our website cookie controls where provided.

Further information about the cookies currently used on the Peterhead FC website should be provided through our cookie notice or cookie-management system.

11. Who do we share information with?

We do not sell your personal information.

Where necessary, we may share information with trusted third parties including:

- IT, website and hosting providers;
- ticketing providers;
- payment processors;
- email and communication providers;
- professional advisers including accountants, auditors and solicitors;
- commercial partners and suppliers;
- the SPFL, Scottish FA and other football authorities;
- broadcasters and authorised media partners where appropriate;
- insurers;
- security providers;
- Police Scotland and other law-enforcement bodies;
- HM Revenue & Customs and other public authorities where required; and
- organisations involved in providing services on our behalf.

Where a third party processes information on our behalf, we will take appropriate steps to ensure that the information is appropriately protected.

We may also disclose personal information where required by law, necessary to protect someone's vital interests, or required for the establishment, exercise or defence of legal claims.

12. International transfers

Some organisations that provide services to Peterhead FC, including technology, website, email, payment, cloud-storage or social-media providers, may process information outside the United Kingdom.

Where the transfer of personal information outside the UK is subject to UK data protection restrictions, we will take appropriate steps to ensure that a lawful transfer mechanism and appropriate safeguards are in place.

These may include transfers to countries covered by UK adequacy regulations or the use of approved contractual safeguards.

13. How long do we keep your information?

We only retain personal information for as long as reasonably necessary for the purpose for which it was collected, including satisfying legal, accounting, regulatory and reporting requirements.

Retention periods vary depending upon the type of information concerned.

When deciding how long information should be retained, we consider:

- why we collected it;
- whether we continue to need it;
- legal or regulatory requirements;
- the nature and sensitivity of the information;
- potential risks associated with retaining it; and
- whether the information forms part of the legitimate historical archive of Peterhead Football Club.

For example, financial and transaction information may need to be retained for statutory accounting and tax purposes.

Photography, match footage, match reports and similar material forming part of the Club's sporting and historical record may be retained for substantially longer periods or indefinitely where this is appropriate.

Information that is no longer required will be securely deleted, destroyed or anonymised where appropriate.

14. Keeping your information secure

Peterhead FC takes reasonable organisational and technical measures to protect personal information against:

- accidental loss;
- unauthorised access;
- alteration;
- disclosure;
- destruction; and
- misuse.

Access to personal information is restricted where appropriate to those who require it for legitimate Club purposes.

Where third-party service providers process information on our behalf, we require appropriate arrangements regarding confidentiality and security.

We also maintain procedures for responding to suspected personal data breaches and will notify affected individuals and the Information Commissioner's Office where legally required.

15. Your data protection rights

Depending upon the circumstances, you may have the right to:

- **access** personal information we hold about you;
- ask us to **correct** inaccurate or incomplete information;
- ask us to **erase** your information in certain circumstances;
- ask us to **restrict** how we use your information;
- **object** to certain uses of your information, including processing based upon legitimate interests;
- object to the use of your information for **direct marketing**;
- request the **transfer** of certain information to you or another organisation;
- **withdraw consent** at any time where our processing is based upon your consent; and
- raise a concern or complaint about how your information has been handled.

These rights are not absolute and whether a particular right applies will depend upon the circumstances and the lawful basis upon which the information is being processed.

For example, a request to delete a photograph does not automatically mean that Peterhead FC is legally required to remove it. We will consider the reason for the request, our lawful basis for using the image and the respective rights and interests involved.

To exercise any of these rights, contact:

office@peterheadfc.co.uk

We may need to ask you for sufficient information to confirm your identity before dealing with your request.

16. Data protection complaints

If you are unhappy with the way Peterhead FC has handled your personal information, you can make a data protection complaint to us at:

office@peterheadfc.co.uk

or by writing to:

Peterhead Football Club
Balmoor Stadium
Balmoor Terrace
Peterhead
AB42 1EQ

We will acknowledge a data protection complaint within **30 days of receiving it**.

We will take appropriate steps to investigate the complaint without undue delay, keep you appropriately informed of its progress and notify you of the outcome.

We would welcome the opportunity to resolve any concern directly with you.

You also have the right to complain to the UK's data protection regulator, the **Information Commissioner's Office (ICO)**.

Further information is available from the ICO at **ico.org.uk**.

17. Changes to this Privacy Policy

We will review this Privacy Policy regularly and update it where our activities, technology or legal obligations change.

Where we intend to make a significant new use of personal information, we will provide appropriate information about that use before processing begins.

Last updated: August 2026