

ECB MEDIA/GROUP ACCOUNT ACCREDITATION PORTAL 2025

Privacy Policy

INTRODUCTION

This portal (**Portal**) is operated by the England and Wales Cricket Board Limited (**ECB**).

This Privacy Policy explains what personal data we may collect about you and/or any person whose personal data you provide to us, how we use it, and the steps we take to ensure that it is kept secure. We also explain the data protection rights of each person whose personal data we obtain and how to contact us.

Sportradar AG's Privacy Notice. Under formal arrangements, the ECB grants Sportradar AG rights to have access to certain match venues/grounds so that Sportradar AG can collect match data, player and team data, scores, statistics and other data relating to player, officials and team performance at certain cricket matches ('**sports data**'); passing on to Sportradar AG copies of any video feeds of such matches where they have been made available to the ECB by the relevant venue; permitting Sportradar AG's analysis and use of that sports data for commercial purposes, including Sportradar AG's distribution and licensing to betting and gaming companies, in return for fees that benefit the sport financially and which the ECB shares with the PCA, TEPP and EWPP for the benefit of players, and also invests in grassroots cricket, participation initiatives, etc.

IMPORTANT: Sportradar AG is data controller of the data collected under these arrangements rather than the ECB. Sportradar AG's Privacy Notice for Cricketers and other Sports Professionals can be found by clicking [here](#).

Legal compliance

Unless stated otherwise, the ECB is the data controller in respect of all personal data collected by us on this Portal or otherwise. This means that we are responsible for ensuring that we do so in full compliance with the Data Protection Act 2018, the 'UK GDPR' (as defined in the Data Protection Act 2018), all other related privacy laws and any codes of practice issued by the Information Commissioner.

PERSONAL DATA WE COLLECT AND ITS SOURCES

The nature of your relationship with us will determine what personal data we will require.

If you are the designated administrator for a group account for your organisation (which enables you to make or facilitate accreditation applications for individuals in your organisation) or if you are an applicant for accreditation applying through a group account we will initially collect the following categories of personal data:

- Your name
- Details of the organisation you represent
- Contact details (including your organisation address, email address and phone number(s))
- Your job title
- A photograph of yourself

For any Media Portal applicant for accreditation (whether made by you or your organisation) we will initially collect the following categories of personal data:

- Your name
- Details of the organisation you represent (including your referee's name and email address and your media category)
- Your nationality
- Contact details (which may include your address (if applicable), your email address and phone number(s))
- Your job title
- Details of any dietary and/or mobility issues you may have
- A photograph of you
- Details of any previous events for which you had ECB accreditation
- Proof of published work
- A Letter of Endorsement for you from a referee
- Any supporting documentation provided to us for your application

If your accreditation application is granted, we may also collect additional personal data, such as personal data relating to any incidents involving you and details of any sanctions imposed (such as ejection from the relevant venue). We may also collect voice, recordings and/or images from any audio-visual materials captured at matches.

The granting of accreditation and access to the relevant venue are subject to all health, safety and security rules, protocols, risk mitigation strategies and guidelines published or in force from time to time by the Government, Public Health England, the ECB and/or the venue, including (without limitation) those relating to any public health emergency including, without limitation, COVID-19 and any variations thereof (including, without limitation, health screening, testing and case management protocols).

We obtain personal data:

- **directly from you** such as when you create an account
- **from the ECB and our security and match day staff**
- **from another organisation (including, without limitation, cricket organisations and relevant venues)** for example, where a third party creates an account for you or applies for accreditation on your behalf
- **from other third parties** such as any complainants, those who may film or record a match you attend (including photographers, the press and broadcasters), law enforcement officers (as applicable), regulators, legal and other professional advisers

IP addresses

In order to understand how users use this Portal and our services, we may collect your Internet Protocol addresses (also known as IP addresses). Your IP address is a unique address that computer devices (such as PCs, tablets and smartphones) use to identify themselves and in order to communicate with other devices in the network.

Cookies

The cookies we use on this Portal are shown below:

Name of cookie	Type of cookie	Purpose of cookie
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ASP.NET _SESSIONId	Session Cookie	The session cookie is stored in temporary memory and is not retained after the browser is closed. Session cookies do not collect information from the user's computer. They typically will store information in the form of a session identification that does not personally identify the user"
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Preventing use of cookies

Most browsers automatically accept cookies, but you can usually change your browser to prevent cookies being stored. With experience, you can usually choose to switch off all cookies or to allow only certain 'trusted' sites to place cookies.

For further information on cookies and Flash cookies and how to switch them off see the Information Commissioner's website at www.ico.org.uk or visit www.allaboutcookies.org/ or www.aboutcookies.org.

PLEASE NOTE, IF YOU DO TURN COOKIES OFF, THIS WILL LIMIT THE SERVICE THAT WE ARE ABLE TO PROVIDE TO YOU AND MAY AFFECT YOUR USER EXPERIENCE

HOW WE WILL USE PERSONAL DATA

All personal data that we obtain about you (together with any documents provided by you or another person on your behalf) will be recorded, used, and protected by us in accordance with data protection law and this Privacy Policy. We will primarily use the personal data and documents for the following purposes:

- **administration and compliance.** To administer any account you or your organisation has with us; to administer application(s) for accreditation; to verify the status, credentials, suitability and eligibility of each applicant for accreditation; to carry out any required vetting of applicants; to issue accreditation passes; to grant access in accordance with any accreditation granted; to verify and ensure compliance with the accreditation (including, without limitation, compliance with the accreditation terms and conditions); to deal with any suspension or revocation of any accreditation granted; to communicate with applicants if there is a query or problem with a request for accreditation; to deal with any medical issues on site; to establish and deal with any legal claims.

The granting of accreditation and access to the relevant venue are subject to all health, safety and security rules, protocols, risk mitigation strategies and guidelines published or in force from time to time by the Government, Public Health England, the ECB and/or the venue, including (without limitation) those relating to any public health emergency including, without limitation, COVID-19 and any variants thereof (including, without limitation, health screening, testing and case management protocols).

- **participant and spectator welfare.** To deal with any safety concerns and requirements, incidents and complaints;
- **publicity and commercial activity (if applicable).** Creating audio-visual materials for publicity and advertising activity;
- **market research.** To carry out market research so that we can improve the services we offer;

- **diversity monitoring (if applicable).** Diversity monitoring and compliance (such as in respect of ethnicity, gender, race, age and disability) and providing equal opportunities (in each case, if applicable);
- **profiling.** To create an individual profile for each applicant / account administrator which includes analysing demographic and geographic information so that we can enhance your experience and relationship with us. Please note that we do not carry out profiling by solely automated means.

Disclosing your personal data

We may share your data with your employing organisation.

In order to administer requests for accreditation or to provide our services, we may appoint other organisations to carry out some of the processing activities on our behalf. These may include, for example, credential checking service providers and providers of security passes. In these circumstances, we will ensure that your personal data is properly protected and that it is only used in accordance with this Privacy Policy or the law.

We may provide relevant personal data to the relevant venue. We may also provide relevant personal data to our insurers or our professional advisers in the event of an incident involving you or your organisation.

We may also disclose relevant personal data to stakeholders in anti-corruption matters including other sports governing bodies and other sports related integrity units (where relevant); law enforcement officers (as applicable); regulators; legal and other professional advisers. We may also disclose relevant personal data to Public Health England, UK Sport and/or Sport England to the extent required to monitor, analyse and take any necessary steps or action in connection with the protection of health and/or safety in connection with a public health emergency.

THE LEGAL BASIS FOR PROCESSING YOUR PERSONAL DATA

The legal basis for the collection and processing of your personal data is:

- **contract.** That it is necessary to fulfil the contract that you are going to enter into or have entered into with the ECB;
- **consent.** That you have given your consent (whether directly to us or, where an application is made on your behalf to the person making the application for you and who has confirmed you have given your consent to us using your personal data as described in this Privacy Policy);
- **explicit consent.** That you have given your explicit consent (whether directly to us or, where an application is made on your behalf to the person making the application for you and who has confirmed you have given your explicit consent to us using your personal data as described in this Privacy Policy). As an example, this legal basis is used for dietary and mobility information to help us to support any specific needs you may have. You do not have to provide this information but, if you do not it may affect your access to certain areas of venues or catering we provide for you;
- **legal obligation.** That it is necessary for us to comply with our legal obligations, including legal obligations relating to health and safety; **legitimate interests.** That it is necessary for the legitimate interests of the ECB (including to regulate the sport of cricket, to uphold standards and to ensure that the reputation of cricket is preserved) and does not prejudice or harm your rights and freedom. This may occur where, for example, we are protecting health, safety and security at cricket or other venues or ensuring compliance with equity, diversity, anti-discrimination and inclusion obligations;

- **anti-corruption.** That it is in our legitimate interests and those of other sports to preserve standards in sport and/or that it relates to personal data that are manifestly made public by you and/or that it is necessary for the establishment, exercise or defence of legal claims;
- **participant and spectator welfare.** That you have given your consent/explicit consent and/or that it is necessary for us to comply with the law and/or that it is necessary for our legitimate interests (and the legitimate interests of venues and others) which are to regulate the sport of cricket, to uphold the standards and safety for all involved in or watching cricket and ensure the reputation of cricket is enhanced and this does not prejudice or harm your rights and freedoms and/or that it is in your vital interests or the vital interests of another person and/or that it is necessary for the purposes of the provision of health care and/or that it relates to personal data that are manifestly made public by you and/or that it is necessary for the establishment, exercise or defence of legal claims; and/or
- **legal claims.** That it is necessary for the establishment, exercise or defence of legal claims.

Where we have obtained your consent (or explicit consent) to process your personal data, you have the right to withdraw that consent 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.

DATA SECURITY

We take the security of personal data seriously. We employ security technology, including firewalls, and encryption to safeguard personal data and have procedures in place to ensure that our systems and databases are protected against unauthorised disclosure, use, loss and damage.

We only use third party service providers where we are satisfied that the security they provide for your personal data is at least as stringent as we use ourselves.

DATA RETENTION

We expect to keep personal data relating to group account administrators for 2 years after they cease to be the registered group account administrator for the organisation.

We will normally keep accreditation personal data for up to 6 years after the last event or match for which each applicant is accredited.

TRANSFER OF YOUR PERSONAL DATA OUTSIDE OF THE UNITED KINGDOM AND EUROPE

We do not currently transfer personal data outside of the United Kingdom or European Union other than to carry out vetting and verification of documents or to notify the authorities or sports organisations outside of the European Union of your accreditation and any conditions applicable to it.

Where we do transfer your personal data to other territories, we take proper steps to ensure that it is protected in accordance with this Privacy Policy and applicable privacy laws.

CHANGES TO THIS PRIVACY POLICY

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 security and privacy policies. If we want to make any significant changes in how we will use your personal data we will contact you directly and, if required, seek your consent.

We will ensure our Portal has our most up to date policy and suggest that you check this page periodically to review our latest version.

UPDATING AND CORRECTING PERSONAL DATA

In respect of Media Portal accreditation applicants, you may update or correct your personal data yourself online at <https://accred.ecb.co.uk/Media/>, or you can contact us and ask us to do it for you (see the section '**How to contact us**' below). Please include your name and/or email address when you contact us as this helps us to ensure that we accept amendments only from the correct person.

If you are the designated administrator for a group account for your organisation (which enables you to make or facilitate accreditation applications for individuals in your organisation) and you need to update or correct your personal data (or that of any accreditation applicant who is part of your group account), you may also update or correct personal data yourself online or you can contact us and ask us to do it for you (see the section '**How to contact us**' below). Please include your name and/or email address when you contact us as this helps us to ensure that we accept amendments only from the correct person.

We encourage you to promptly update your personal data if it changes. If you are providing updates or corrections about another person, we may require you to provide us with proof that you are authorised to provide that information to us.

YOUR RIGHTS

You have a number of legal rights in respect of your personal data. These include:

- **access.** The right to receive a copy of the personal data that we hold about you. We will require proof of identity and proof of authority if the request comes from someone other than the person whose data we are asked to provide. This will ensure we only provide information to the correct person. We normally expect to respond to requests within 28 days of receiving them.
- **withdraw consent to other processing.** Where the only legal basis for our processing your personal data is that we have your consent (which includes explicit consent) to do so, you may withdraw your consent to that processing at any time and we will have to stop processing your personal data. Please note, this will only affect a new activity and does not mean that processing carried out before you withdrew your consent is unlawful.
- **rectification.** If you consider any of your personal data is inaccurate, you can correct it yourself or ask us to do it for you (see section '**Updating and correcting your personal data**' above for details).
- **restriction.** In limited circumstances you may be able to require us to restrict our processing of your personal data. For example, if you consider what we hold is inaccurate and we disagree, the processing may be restricted until the accuracy has been verified.

- **erasure.** Where we have no lawful basis for holding onto your personal data you may ask us to delete it.
- **portability.** In limited circumstances you may be entitled to have the personal data you have provided to us sent electronically to you for you to provide to another organisation.
- **to complain to the Information Commissioner's Office.** You can find information on how to do this at www.ico.org.uk.

HOW TO CONTACT US

Email: accreditation@ecb.co.uk

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