

# EUROHOCKEY CHAMPIONSHIPS 2027 “EUROCHAMPS27”

## PRIVACY POLICY

### 1. About Us

The EuroHockey Championships 2027 (“EuroChamps27”) is organised and delivered by England Hockey and EuroHockey (together referred to as “we”, “us” or “our”).

For the purposes of the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018, England Hockey and EuroHockey act as joint data controllers. This means we jointly determine the purposes and means of processing your personal data.

This Privacy Notice explains how we collect, use, share and protect your personal data, and your rights in relation to that data.

This notice applies to personal data collected via:

- EuroChamps27 websites and digital platforms
- ticketing platforms operated by third parties
- registration forms (including priority access, ticketing and hospitality)
- email, telephone and customer service interactions
- marketing and communications activity

### 2. Personal Data We Collect

We may collect and process the following categories of personal data:

#### Contact Data

Includes your name, email address, telephone number and postal address.

#### Account and Transaction Data

Includes ticket purchases, booking history, and payment transaction records (processed via secure third-party providers), as well as attendance and entry data.

#### Marketing and Communications Data

Includes your preferences for receiving marketing communications and your interests in sessions, teams or event experiences.

#### Technical Data

Includes your IP address, device and browser information, and website usage data collected via cookies and similar technologies.

### 3. Purposes of Processing

We process your personal data for the following purposes:

- processing and fulfilling ticket purchases and hospitality bookings
- administering event access, accreditation and attendance
- providing customer service and responding to enquiries
- communicating important event information (including ticketing, scheduling and operational updates)

- sending marketing communications where you have provided consent
- analysing and improving event delivery, services and audience engagement
- ensuring the safety, security and integrity of the event

#### 4. Data Sharing

Your personal data will be shared between England Hockey and EuroHockey as joint data controllers for the purposes set out in this Privacy Notice.

##### **Ticketing Provider**

We work with Ticketmaster as our official ticketing provider. Ticketmaster processes personal data as a data processor acting on our behalf in relation to EuroChamps27 ticketing and customer services.

Ticketmaster will process your personal data in accordance with our instructions and its contractual obligations, as well as its own privacy notice where applicable.

##### **Venues and Venue Operators**

We may share your personal data with venues and venue operators, where consent has been given, including:

- Lee Valley Hockey and Tennis Centre / Lee Valley Regional Park Authority
- Twickenham Stoop

This sharing is limited to what is necessary for:

- event operations and access control
- health and safety compliance
- security and crowd management

**We will only share your personal data with venues for marketing or promotional purposes where you have explicitly opted in to receive communications from those venues.**

##### **Commercial Partners and Suppliers**

We may share your personal data with official EuroChamps27 partners and suppliers **only where you have provided explicit consent** to receive communications from them.

##### **Service Providers**

We may also share your personal data with trusted third-party service providers, including:

- payment processors
- customer relationship management (CRM) platforms
- email and marketing service providers
- IT providers and event delivery partners

All such providers are required to process personal data in accordance with applicable data protection legislation and appropriate contractual safeguards.

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

## 5. Marketing Communications

Where you have provided your consent, we may use your personal data to send you:

- EuroChamps27 updates and event news
- ticketing information and future event announcements
- information about related products, services or experiences (including hospitality)

You may withdraw your consent at any time by:

- using the unsubscribe link in communications
- contacting us directly

## 6. Lawful Bases for Processing

We rely on the following lawful bases under UK GDPR:

- **Contract** – where processing is necessary to fulfil ticket purchases or provide event services
- **Consent** – for marketing communications and sharing data with venues or partners for marketing purposes
- **Legitimate Interests** – including event management, service improvement, operational analysis and security, provided these are not overridden by your rights
- **Legal Obligation** – where processing is necessary to comply with applicable laws

## 7. Data Security

We implement appropriate technical and organisational measures to protect your personal data against unauthorised or unlawful processing, accidental loss, destruction or damage.

These measures include:

- access controls and restricted permissions
- encryption and secure data handling
- secure storage systems
- staff training and internal data protection policies

## 8. Data Retention

We retain personal data only for as long as necessary for the purposes set out in this Privacy Notice:

- **Ticketing and transaction data** – retained in line with financial, operational and legal requirements
- **Marketing data** – retained until you withdraw your consent
- **Customer service data** – typically retained for up to 12 months
- **Operational and attendance data** – retained for event delivery and analysis purposes

We may retain personal data for longer where required to comply with legal or regulatory obligations.

## 9. International Transfers

Where personal data is transferred outside the UK or the European Economic Area (EEA), we will ensure appropriate safeguards are in place, including:

- adequacy decisions
- Standard Contractual Clauses (SCCs)
- other legally approved transfer mechanisms

## 10. Your Rights

Under data protection law, you have the right to:

- access your personal data
- request correction of inaccurate data
- request erasure of your personal data
- restrict or object to processing
- withdraw consent at any time
- request data portability

You also have the right to lodge a complaint with the UK Information Commissioner's Office (ICO).

## 11. Contact Details

If you have any questions about this Privacy Notice or wish to exercise your rights, please contact:

### England Hockey

Email: [mydata@englandhockey.co.uk](mailto:mydata@englandhockey.co.uk)

### EuroHockey

Email: [info@eurohockey.org](mailto:info@eurohockey.org)

## 12. Updates to this Privacy Notice

We may update this Privacy Notice from time to time. Any changes will be published on the EuroChamps27 website.

Last updated: 06/05/2026