

Wembley Stadium Foundation (WSF) Data Privacy Notice

1. Aims of the Organisation

Wembley Stadium Foundation (WSF) exists to receive funding from Wembley National Stadium Ltd, as per the legal agreement between the two organisations, and to distribute this funding in grants to charities, clubs, and other not-for-profit groups to deliver community sports, arts and social activities. WSF aims to support:

- Children and Young People.
- Individuals who, due to age, disability, socioeconomic disadvantage, or other factors, require support to access community sports and social activities.

2. Data Collection

WSF primarily collects data from organisations regarding grant applications and awards. We do not customarily collect data for any other unrelated purpose.

During the grant application process, organisations voluntarily provide WSF with contact information. This may include personal data, such as home addresses, phone numbers, and email addresses, particularly for smaller voluntary organisations. We ensure that such data is securely stored and handled.

Additionally, as part of our efforts to showcase the positive impact of our grants, we may collect image and video content during events and activities conducted by our funding partners. This content may be shared on WSF's social media channels, printed or digital publications, and websites. Consent for capturing and using this content is obtained through our Photo/Filming Consent Form.

3. Types of Data Collected

For funding applications, WSF typically collects:

- Organisation name
- Year established
- Correspondence address
- Contact name
- Position within organisation
- Contact telephone number
- Contact email address
- Organisation website

For media content related to grant-funded activities, WSF may collect:

- Photographic and video footage of individuals participating in activities
- Consent information related to the use of this media

WSF does not collect or process special categories of personal data, such as ethnicity or health information unless explicitly required and with consent.

4. Processing and Storing Data

Data collected is securely stored and password-protected systems. Any paper records are kept in locked cabinets. We regularly update our records to ensure accuracy and current relevance.

Images and videos collected for promotional purposes are stored securely for up to four years from the capture date. After this period, content is reviewed and either archived or deleted as appropriate.

5. Sharing of Data

WSF does not routinely share personal data with third parties. However, there may be occasions where, with your consent, we connect organisations with like-minded groups for collaborative opportunities. We may also share media content (photos/videos) on our social media channels and other public platforms to highlight the positive impact of our grants.

In rare cases, data may be shared with entities like The FA to facilitate community initiatives, such as ticket distribution. You will be notified and given the option to opt-out in such instances.

6. Use of Information

We use collected data strictly for grant applications, awards, and reporting purposes. This includes:

- Contacting you for clarification on the applications
- Notifying you of grant outcomes
- Requesting monitoring information
- Sending invitations to WSF events
- Sharing the impact of grants through media content

Media content (images/videos) may be used for:

- Social media posts
- Printed or digital reports and publications
- WSF's official website – www.wembleystadiumfoundation.org

We will not use the full names of children or vulnerable individuals in media without explicit consent.

7. Data Retention

To meet legal obligations, WSF retains data related to grant agreements for six years beyond the grant period. Media content is kept for up to four years. For organisations without grant agreement, data is retained for comparative purposes and potential future applications for at least six years.

8. Rights of Data Subjects

You have the following rights regarding your personal data:

- **Right to be Informed:** We will clearly explain how your data is used.
- **Right of Access:** You can request details of the personal data we hold about you.
- **Right to Rectification:** You can request correction of inaccurate data.
- **Right to Erasure:** You may request deletion of your data, subject to legal and contractual obligations.
- **Right to Restrict Processing:** You can request limitations on how your data is used.
- **Right to Data Portability:** You can obtain your data for your use.

To exercise your rights, contact us at info@wembleystadiumfoundation.org. We will respond within 28 working days. No fee will be charged for reasonable requests.

9. Consent Withdrawal and Media Use

You may withdraw your consent to use images or videos at any time. WSF will cease using your child's images in new materials but cannot guarantee the removal of already published content shared by third parties. To withdraw consent, please contact info@wembleystadiumfoundation.org.

10. Complaints

If you believe your data has been misused, please contact the Chief Executive Officer or Chair of Trustees at info@wembleystadiumfoundation.org. We will acknowledge your complaint within 10 working days and aim to resolve it within 28 days.

For unresolved issues, you may contact the Information Commissioner's Office:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire SK9 5AF

11. Contact Details

For any concerns or further information, please reach out to:

Wembley Stadium Foundation
Wembley Stadium
London
HA9 0WS
info@wembleystadiumfoundation.org

This Data Privacy Notice will be reviewed annually to ensure compliance with data protection regulations and best practices.

Updated 4th April 2025 by CEO – Paul Findlay