



Badminton Europe  
Brøndbytoften 14  
2605 Brøndby, Denmark  
info@eurobadminton.dk  
www.badmintoneurope.com

## **PRIVACY POLICY FOR BADMINTON EUROPE CONFEDERATION**

The Badminton Europe Confederation ("BEC") is subject to the Personal Data Act, and this privacy policy explains how BEC is treating personal information.

BEC needs to gather and use certain information about individuals.

These can include customers, suppliers, contractors, employees and other people with whom the organisation has a relationship, or who we may need to contact.

This policy describes how personal data must be collected, handled and stored to meet the company's data protection standards — and to comply with the law.

Data Protection is the responsibility of every individual at the company and this data protection policy will apply to every employee and director.

### **1. DATA RESPONSIBLE**

Badminton Europe Confederation,  
CVR No. 27 13 40 76,  
Brøndbytoften 14,  
2605 Brøndby,  
phone 21 68 00 82,  
e-mail [brian.agerbak@badmintoneurope.com](mailto:brian.agerbak@badmintoneurope.com)

BEC is committed to protecting your privacy and complying with applicable data protection and privacy laws. This Privacy Policy ("Policy") is designed to help you to understand what kind of information we collect in connection with our products and services and how we process and use such information. Throughout this Policy the term "personal data" means information relating to an identified or identifiable individual (i.e. a natural person).

You acknowledge and agree that your personal data collected may be used in accordance with this Policy by BEC, which will be regarded as data controllers in respect of such data. This Policy applies to personal data collected in connection with products and services offered by BEC or from other interactions with us where a link or other appropriate reference of incorporation to this Policy is made, for example, in connection with our products, websites, applications and other types of services offered by BEC typically in electronic form, as well promotions and campaigns.

Where a consent from you to the processing of personal data described in this Policy is



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required under the applicable law, such consent will be obtained by appropriate mechanism such as ticking a box stating your consent, choosing technical settings for a service or website, or other statement or conduct clearly indicating your acceptance to the processing, depending on the product, website, service or application you are using.

## 2. DATA COLLECTED

We collect your personal data typically when you purchase our products or services, use or register into our services, enter into a sales promotion or a campaign, or otherwise interact with us. Below are examples of the categories of the data we collect on you.

**Technical Information.** For the most part, you may visit our websites or use our products or services without having to identify yourself. However, certain technical information is normally collected as a standard part of your use of our services. Such information includes, for example, your IP-address, access times, the website you linked from, pages you visit, the links you use, the ad banners and other content you viewed, information about your devices and other such technical information your browser provides us with or as may be otherwise collected in connection with certain products and services.

**Information you provide us.** When you register to our services, make a purchase, enter a sales promotion or otherwise interact with us, we may ask you to provide us with certain information such as your name, email address, street address, as well as user names, passwords and other such credentials that are used to authenticate users and to validate their actions or that may be needed to provide you with the products and services you have requested or to communicate with you, as well as information uploaded by you such as location, route information, pictures etc. We may collect tournament data, demographic information, for example, your age, gender, postal code and language preferences.

Furthermore, BEC's main objective is to promote the sport of badminton and therefore has a legitimate interest in collecting and processing data of public people e.g. Badminton players taking part in international tournaments. We however do not consider this data to be sensitive data beyond this being part of BEC's main objective the arguments for legitimate interest are:

- the data is not sensitive and is used in a context strictly related to badminton
- the use of the data does not harm the player – it rather helps the players promotion
- photos are only taken in a badminton context – in badminton outfit
- action and portrait pictures are taken with the knowledge of the players
- processing of data is a necessity for the tournaments to be conducted
- photos are taken by BEC contracted photographers or BEC staff



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### 3. THE PURPOSES OF PROCESSING

BEC processes your personal data for the purposes described in this Policy and/or any additional service specific privacy information. Please note that one or more purposes may apply simultaneously.

**Provision of products and services.** We may process and use your personal data to provide you the product or service you have requested, fulfill your other requests, process your order or as otherwise may be necessary to perform or enforce the contract between you and BEC. We may also process and use your personal data to ensure the functionality and security of our products and services, to identify you, and to prevent and detect fraud and other misuses.

**Development of products and services.** We may process and use your personal data to develop our products and/or services. However, for the most part we only use aggregate and statistical information in the development of our products and services, and not data directly identifiable to you. We may also process and use your personal data to personalize our offerings and to provide you with service more relevant to you, for example, to make recommendations and to display customized content and advertising.

**Communicating with you and marketing.** We may process and use your personal data to communicate with you, for example, to provide information relating to our products and/or services you are using. We may process and use your personal data for marketing purposes. This may include using your personal data for personalized marketing and to communicate about our activities. In addition, some of our communications with you may be used to promote products and services of our partners. However, BEC does not disclose your personal data any partners or other companies for their marketing purposes without your prior consent.

**Profiling.** We may process and use your personal data for profiling for such purposes as targeted direct marketing and improvement of our products or services. We may also create aggregate and statistical information based on your personal data. Profiling includes automated processing of your personal data for evaluating, analyzing or predicting your personal preferences or interests in order to, for example, send you marketing messages concerning products or services best suitable for you.



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#### 4. TRANSFERS OF YOUR PERSONAL DATA

We may disclose your personal data to third parties solely as stated below in this Policy, or as obligated by mandatory law.

**Service providers and other authorized third parties.** We may transfer your personal data to authorized third parties who process personal data on behalf of BEC for the purposes described in this Policy, such as e.g., technical, logistics and other service providers. Such parties are not permitted to use your personal data for any other purposes than for what your personal data was collected, and we require them to act consistently with applicable laws and this Policy as well as to use appropriate security measures to protect your personal data.

**Other disclosures.** We may disclose and otherwise process your personal data in accordance with applicable laws to defend BEC' legitimate interests, for example, in civil or criminal legal proceedings.

#### 5. DATA CONCERNING MINORS

BEC' policy is to ensure that minors do not make purchases or engage in other legal acts on our products and services without the consent of a parent or legal guardian, unless otherwise permitted by applicable law. If you are a minor but have your legal guardian's consent, you must be able to prove that such consent exists upon request.

#### 6. DATA QUALITY AND RETENTION

We take reasonable steps to keep the personal data we possess accurate and up-to-date and to delete out of date or otherwise incorrect or unnecessary personal data. We store your personal data only for a period necessary for the purpose in question or as long as required by applicable laws.

#### 7. DATA SECURITY

BEC implements appropriate technical and organizational security measures to prevent and minimize risks associated with providing and processing personal data.

Such security measures include, where appropriate, the use of firewalls, secure server facilities, encryption, implementing proper access rights management systems and



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processes, careful selection of processors, sufficient training of BEC' personnel involved in the processing, and other necessary measures to provide appropriate protection for your personal data against unauthorized use or disclosure. Where appropriate, we may also take back-up copies and use other such means to prevent accidental damage or destruction of your personal data. If a particular part of an BEC website supports on-line transactions, we will use an industry standard security measure, such as the one available through "Secure Sockets Layer" ("SSL"), to protect the confidentiality and security of online transactions.

## **8. USE OF COOKIES**

From time to time when you visit an BEC website, information may be placed on your computer to allow us to recognize your computer in the form of a text file known as a "cookie". Our use of cookies is intended to provide benefits to you, such as eliminating the need for you to enter your password frequently during a session or the need to re-enter items you place in a shopping cart if you do not finish a transaction in a single visit. Cookies are also used for website traffic analysis and profiling.

If you wish to disable cookies, or want to be notified before they are placed, you may do this in your browser settings. For example, if you are using Internet Explorer, you may disable and manage cookies by following the instructions here. However, we may not be able to provide certain services, or you may not be able to view certain parts of this site if you have disabled cookies.

You acknowledge and agree to the storage of cookies, other local storage technologies and other information on your devices and to the access of such cookies, local storage technologies and information by us and by the third parties mentioned above.

## **9. YOUR RIGHTS**

You have the right to request information and access to the personal data we have collected from and of you.

You also have the right to request that we replenish, rectify, anonymize or delete any incomplete, incorrect, unnecessary or outdated personal data we hold on you.

You have the right to request and receive the personal data we have collected on you in a commonly used and machine-readable form. In case you consider your personal data collected by us to be inaccurate, you do not wish your personal data to be deleted where



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the processing of your personal data has been deemed unlawful or the personal data is no longer necessary, or you have objected to the processing and the existence of legitimate grounds for processing is still under consideration, you may request restriction of processing of your personal data.

You may also at any time object to your personal data being processed for direct marketing purposes, sending promotional materials, profiling, or for the performance of market research. Further, where your personal data is processed based on your consent, you have the right to withdraw your consent for such processing at any time.

In case you wish to make use of your rights mentioned above, you may, as appropriate and in accordance with applicable laws, exercise such rights by contacting us through the contact points referred in the marketing materials or below in this Policy. In some cases, especially if you wish us to delete or cease the processing of your personal data, this may also mean that we may not be able to continue to provide the services to you.

Please note that BEC may need to identify you and to ask for additional information in order to be able to fulfill your above requests. Please also note that applicable law may contain restrictions and other provisions that relate to your above rights.

## **10. COMPLAINT TO THE SUPERVISORY AUTHORITY**

In the event you consider BEC' processing activities of your personal data to be inconsistent with the applicable data protection laws or that BEC has not sufficiently ensured the realization of your rights, you may lodge a complaint with the local supervisory authority responsible for data protection matters.

## **11. CHANGES TO THIS PRIVACY POLICY**

BEC may from time to time update and change this Privacy Policy. If the changes include new purposes of processing, BEC will give you prior notice of such changes and, where necessary, request your consent.

*Last updated 05.09.18*