

# PRIVACY POLICY

## 1.INTRODUCTION

We use your personal information in order to fulfil our commitment to providing tournament experiences to you as a snooker player (the “Purpose”). As part of that undertaking, we are committed to safeguarding the privacy of the personal information that we gather.

As one of our customer, user, player or someone else with whom we do business, you understand and agree that we collect, use and disclose your personal information in accordance with this Privacy Policy (this “Policy”).

## THE APPLICATION OF THIS POLICY

This Policy applies to personal information regarding players and other individuals with whom and for whom we deliver snooker experiences and to the use of that personal information in any form – whether oral, electronic or written.

This Policy gives effect to our commitment to protect your personal information and has been adopted by all of the separate and distinct legal entities that manage, operate, franchise, license, own and/or provide services to World Snooker Ltd. Those entities include the separate and distinct legal entities which might provide services to you under the World Snooker Ltd. brand. References to “World Snooker Ltd.”, “we” and “our” throughout this Policy, depending upon the context, collectively refer to those separate and distinct legal entities.

While this Policy is intended to describe the broadest range of our personal information processing activities globally, those processing activities may be more limited in some jurisdictions based on the restrictions of their laws. For example, the laws of a particular country may limit the types of personal information we can collect or the manner in which we process that personal information. In those instances, we adjust our internal policies and/or practices to reflect the requirements of local law.

# TYPES OF PERSONAL INFORMATION WE COLLECT

The term “personal information” in this Policy refers to information that does or is capable of identifying you as an individual. The types of personal information that we process (which may vary by jurisdiction based on applicable law) include:

- your name, date of birth, personal and work contact details, image, sporting profile,
- personal and very occasionally sensitive information, feedback or content you provide in response to our market research programme those of third parties;
- information collected whilst you access a World Snooker Ltd. app or website (we describe this in more detail in Sections 7 and 8 below);

Much of the personal information we process is information that you or someone acting on your behalf knowingly provides to us. However, in other instances, we process personal information that we are able to infer about you based on other information you provide to us or during our interactions with you, or personal information about you that we receive from a third party. This Policy also applies to the personal information about you that we receive from a third party, unless specifically covered by such third party’s privacy policy.

There may be instances in which the personal information that you provide to us or that we collect is considered Sensitive Personal Information under the privacy laws of some countries. Those laws define “Sensitive Personal Information” to mean personal information from which we can determine or infer an individual’s racial or ethnic origin, political opinions, religious beliefs or other beliefs of a similar nature, membership in a trade union or professional association, physical or mental health or condition, medical treatment, genetic data, sexual life or judicial data (including information concerning the commission or alleged commission of a criminal offence). In some very rare instances, financial records may form part of Sensitive Personal Information where you are located. We only process Sensitive Personal Information in your jurisdiction if and to the extent permitted or required by applicable law.

When you agree to this Policy you are, to the extent required under your local law, granting your express and written consent to the processing of any personal information that you provide to World Snooker Ltd. that is considered to be Sensitive Personal Information or financial information. Should you choose not to, this might restrict your opportunity and access to some of the experiences we offer.

## **4.HOW WE USE PERSONAL INFORMATION**

Subject to applicable laws, we may collect, use and disclose relevant portions of your personal information in order to:

- provide you with a better or more personalized level of service, including information and services from a third party partners;
- respond to requests for information and services, including services from a third party (such as third party programmes supporting us in delivering research and insight products and services to you );
- fulfil contractual obligations to you, anyone involved in the process of making your access to research and insight the best possible;
- provide for the safety and security of staff, or other buyers;
- administer general record keeping;
- meet legal and regulatory requirements;
- test and evaluate new products and services;

World Snooker Ltd. uses and retains your personal information for as long as is necessary to fulfil the Purpose.

## **5.DISCLOSURES OF YOUR PERSONAL INFORMATION**

From time to time, we may disclose your personal information. We would always make that disclosure in accordance with applicable law. In some jurisdictions, data privacy laws may require us to obtain your consent before we transfer your information from your originating country to other countries. When you agree to this Policy, you are, to the extent required and permitted under your local law, granting your consent to the transfer of your personal information to such other countries for the Purpose and to the extent stated in this section and as described in Section 4 above.

Circumstances where we might make such disclosure (in addition to those described in Section 4 above) include:

We may disclose your Personal Data to Sportradar AG (Feldlistrasse 2 9000, St. Gallen, Switzerland) and its Sportradar Group affiliates or subsidiaries which act as a data processor for the provision of content management system services. Should you need more information regarding the processing of your personal data carried out by the Sportradar Group, please click on this link to see Sportradar AG's Privacy Policy.”

### **5.1 OUR AGENTS, SERVICE PROVIDERS AND SUPPLIERS**

Like most sport brands, we may outsource the processing of certain functions and/or information to third parties. We may also engage other service and product providers to assist us in contacting you for the purpose of delivering the product, services and experiences you requested. When we do outsource the processing of your personal information to third parties or provide your personal information to third-party service providers, we oblige those third parties to protect your personal information in accordance with the terms and conditions of this Policy, with appropriate security measures.

## **5.2 CONSUMER INSIGHTS**

Where we hold personal information about you, we may disclose this personal information to other companies that also hold information about you. These companies may combine the information in order to better understand your preferences and interests, thereby enabling them and us to serve you better.

## **5.3 BUSINESS TRANSFERS**

As we continue to develop our business, we may sell World Snooker Ltd. assets, or cease being the manager or franchisor of products or services that are currently part of our portfolio. In those circumstances, we may include the personal information collected about you, or control of that personal information, as a business asset in any such transfer. Also, in the unlikely event that we, or substantially all of our assets, are acquired, personal information collected about you, or control of such information, may be one of the transferred assets.

## **5.4 LEGAL REQUIREMENTS**

We reserve the right to disclose any personal information we have concerning you if we are compelled to do so by a court of law or lawfully requested to do so by a governmental entity or if we determine it is necessary or desirable to comply with the law or to protect or defend our rights or property in accordance with applicable laws. We also reserve the right to retain personal information collected and to process such personal information to comply with accounting and tax rules and regulations and any specific record retention laws.

## **6 CENTRALIZED DATA PROCESSING ACTIVITIES**

Like most international businesses, we have centralized certain aspects of our data processing activities in accordance with applicable laws, which, in many instances, will result in the transfer of your personal information from one country to another.

For example, if you take part in a tournament located outside of the UK, the personal information gathered in that process might be transferred to and processed to a company outside of the UK so as to allow us to deliver the experience that you have requested outside of the UK, in accordance with World Snooker Ltd.'s binding corporate rules. The jurisdictions where that information will be processed may or may not have laws that seek to preserve the privacy of personal information. Nevertheless, whenever your personal information is transferred within World Snooker Ltd. and subcontracted companies, your personal information will be processed in accordance with the terms and conditions of this Policy and applicable laws.

## **7 INFORMATION WE COLLECT WHEN YOU VISIT US ONLINE**

If you access any World Snooker Ltd. website, you may wish to know the following:

### **7.1 YOU CAN BROWSE WITHOUT REVEALING WHO YOU ARE**

You can always visit our websites without logging in or otherwise revealing who you are.

### **7.2 USAGE INFORMATION**

When you visit our websites, we collect information about how you use those websites. Examples of such information include the Internet Protocol address automatically assigned to your computer each time you browse the Internet, the date and time of your visit, the pages you access and the amount of time you spend on each page, the type of Internet browser you use, your device's operating system and the URL of any websites that you visited before and after visiting our website. That information is not linked to you as an individual unless you create a user profile, but we may keep records of the device being used.

## 7.3 COOKIES AND OTHER SIMILAR TECHNOLOGY

We use cookie technology on our websites to allow us to evaluate and improve the functionality of our websites. Cookies by themselves cannot be used to reveal your identity. They identify your browser, but not you, to our servers when you visit our websites. For information about how World Snooker Ltd. uses cookies, visit [WSPLAYER.COM](http://WSPLAYER.COM)

If you do not want to accept cookies, you can block them by adjusting the settings on your Internet browser. However, if you block them, you will not be able to use all of the features of our websites, including the customization features associated with creating a user profile.

Further information about cookies and other similar technology and how they work is available at [allaboutcookies.org](http://allaboutcookies.org).

## 7.4 SOCIAL MEDIA

Our websites may also contain plug-ins and other features that integrate third party social media platforms into our websites. You will be able to activate them manually. If you do so, the third parties who operate these platforms may be able to identify you, they may be able to determine how you use this website and they may link and store this information with your social media profile. Please consult the data protection policies of these social media platforms to understand what they will be doing with your personal data. If you activate these plug-ins and other features, you will be doing so at your own risk.

## 7.5 CREATING A USER PROFILE

You might be offered to create a user profile on World Snooker Ltd. websites to, among other things, facilitate your online transactions, and to tailor your experience on our websites to your interests. This allows us to make more appropriate recommendations to you. We may use the information you provide in your user profile to populate other databases maintained by us and our service

providers, as applicable. By creating a user profile, you are agreeing that we may use the personal information you provide for these purposes.

You can view, update or remove any personal information that you have provided to us for inclusion in your user profile by amending your user profile online or emailing **privacy@worldsnooker.com**. If you subsequently elect to remove your user profile, we reserve the right to use any personal information previously provided by you for inclusion in your user profile for record keeping and quality assurance purposes (unless we are required by law to delete or cease to process or use your personal information, or if you expressly require us to suppress such records). Even if you choose not to create a user profile, you can still use our websites to search for and purchase services, except in the context of our market research programme which requires you to double opt-in, register, and set up a profile to the purpose of receiving rewarded surveys.

## 7.7 SECURITY

Because the security of your personal information is important to us, we use Secured Socket Layer (“SSL”) software in order to encrypt the personal information that you provide to us. If your browser is SSL enabled (which most are), your transmission of personal information to us online will be encrypted. You can verify whether your personal information is transmitted using SSL encryption by confirming the symbol of a closed lock or solid key on the bottom bar of your browser window. You can also verify that your personal information will be encrypted using SSL encryption by making sure that the prefix for the web address listed for that page has changed from “http” to “https”. If you do not see the appropriate symbol and the “https” prefix, you should not assume that the personal information that you are being asked to provide will be encrypted prior to transmission.

The personal information we collect from you online is stored by us and/or our service providers on databases protected through a combination of physical and electronic access controls, firewall technology and other reasonable security measures. Nevertheless, such security measures cannot prevent all loss, misuse or alteration of personal information and we are not responsible for any damages or liabilities relating to any such incidents to the fullest extent permitted by law.

Where required under law, we will notify you of any such loss, misuse or alteration of personal information that may affect you so that you can take the appropriate actions for the due protection of your rights.

## **7.8 MINOR CHILDREN**

Our websites do not sell products or services for purchase by children and we do not knowingly solicit or collect personal information from children. If you are under the age of 18 (or a minor in the jurisdiction in which you are accessing our websites), you may only use our websites with the involvement of a parent or guardian.

## **8 APPS**

When you download or register to use one of our apps or digital products or services, you may submit personal information to us such as your name, address, email address, phone number, date of birth, username, password and other registration information, financial and credit card information, personal description and/or image.

Further, when you use our apps, we may collect certain information automatically, including technical information related to your mobile device, your device's unique identifier, your mobile network information, the type of mobile browser you use and information about the way you use the app.

Depending on the particular app you use and only after you have agreed to such collection, we may also collect information stored on your device, including contact information, friends lists, login information (where necessary to allow us to communicate with other apps at your request), photos, videos, location information or other digital content. Further details of the kinds of information we collect is set out in the privacy notice for each individual app.

## **CHOICE**

You may always choose what personal information (if any) you wish to provide to us. However, if you choose not to provide certain details, some of your experiences with us may be affected (for example, we cannot send you emails without collecting an email address).

If you provide us with your contact details (e.g. postal address, email address, telephone number or fax number), we may contact you to let you know about the products, services, promotions and events offered that we think you may be interested in. We may also share your personal information with carefully-selected third parties, who may communicate directly with you. In some jurisdictions, data privacy laws may require us to obtain a separate consent before we do so. You can always choose whether or not to receive any or all of these communications by contacting us as described in Section 12 below or following the “unsubscribe” instructions contained in the communications.

If you have an account with World Snooker Ltd., we may ask you to indicate your communication preferences at the time you apply for membership or when you create your user profile. Once you have indicated your preferences, you can always change them.

In some jurisdictions, in addition to you agreeing to this Policy, data privacy laws may require us to obtain a separate consent before we send you information that you have not specifically requested. In certain circumstances, your consent may be implied (e.g. where communications are required in order to fulfil your requests and/or where you have volunteered information for use by us). In other cases, we may seek your consent expressly in accordance with applicable laws (e.g. where the information collected is regarded to be Sensitive Personal Information under local regulations).

We will abide by any request from you not to send you direct marketing materials. When such a request is received, your contact details will be “suppressed” rather than deleted. This will ensure that your request is recorded and retained unless you provide a later consent that overrides it.

## **10 UPDATING OR ACCESSING YOUR PERSONAL INFORMATION**

With some limited exceptions, you have rights to access and update personal information held about you. If you want to inquire about any personal information we may have about you, you can do so by sending us a written request by letter or email to the addresses set out in Section 12 below. Please be sure to include your full name, address, and/or email address and phone number so we can ascertain your identity and whether we have any personal information regarding you, or in case we need to contact you to obtain any additional information we may require to make that determination.

You may request that we correct, cancel, and/or stop processing or using personal information that we hold about you. If we agree that the personal information is incorrect, or that the processing should be stopped, we will delete or correct the personal information. If we do not agree that the personal information is incorrect we will tell you that we do not agree, explain our refusal to you and record the fact that you consider that personal information to be incorrect in the relevant file(s).

## **11 CHANGES TO THIS POLICY**

Just as our business changes constantly, this Policy may also change. To assist you, this Policy has an effective date set out at the end of this document.

## **12 REQUEST FOR ACCESS TO PERSONAL INFORMATION/QUESTIONS OR COMPLAINTS**

According to applicable law, you have a right of access to a copy of the information comprised in your personal data; a right to object to processing that is likely to cause or is causing damage or distress; a right to prevent processing for direct marketing; a right to object to decisions being taken by automated means; a right in certain circumstances to have inaccurate personal data rectified, blocked, erased or destroyed; and a right to claim compensation for damages caused by a breach of the [Data Protection Act](#) and [GDPR](#).

If you have any questions about this Policy, about the processing of your data described, or any concerns or complaints with regard to the administration of the Policy, or if you would like to submit a request (in the manner described in Section 10 above) for access to or deletion of the personal information that we maintain about you, please contact us by any of the following means:

- by mail at World Snooker Ltd., 75 Whiteladies Road, Clifton, Bristol BS8 2NT, United Kingdom; or
- by contacting the front desk at any of our World Snooker Ltd 0117 317 8200

If you are not satisfied with the response that you receive, you can escalate your concern to the Chief Privacy Officer by sending an email to [privacy@worldsnooker.com](mailto:privacy@worldsnooker.com).

Please note that if requests are found to be unfounded or excessive, we reserve the right to charge a fee, if permitted under applicable law, which is usually around US\$20 for processing, or refuse to respond. Where we refuse to respond to a request, we will explain why to you, informing you of your right to complain to the supervisory authority and to a judicial remedy without undue delay and at the latest within one month.

The purpose of the fee is to cover administrative costs. Where you make more than one request in quick succession, we may respond to your subsequent request by referring to our earlier response and only identifying any items that have changed materially.

You may request that we correct, cancel, and/or stop processing or using personal information that we hold about you. If we agree that the personal information is incorrect, or that the processing should be stopped, we will delete or correct the personal information. If we do not agree that the personal information is incorrect we will tell you that we do not agree, explain our refusal to you and record the fact that you consider that personal information to be incorrect in the relevant file(s).

All requests for access to your personal information must be submitted in writing by letter or email. We may respond to your request by letter, email, telephone or any other suitable method.

**Effective Date: May 23<sup>rd</sup>, 2018.**

In the event of any inconsistencies between the English version of this Policy and any version of this Policy in any other language, the English version shall prevail (to the fullest extent permitted under applicable law).