**OUR COMMITMENT TO YOUR PRIVACY**

Your trust is important to us and so we want you to know that we have updated a number of our policies, including our Data Protection Policy and our Privacy Notice to explain how we will collect, store and handle your personal data.

Protecting the personal data of our members, fans, coaches, volunteers, staff and stakeholders, and ensuring that we handle it in accordance with the law, is of paramount importance to us.

**Why we collect your data**

We want to give you the best possible experience with Badminton England. For example, the data we hold about you helps us personalise our communications to you, ensuring they are relevant to the interests you have in badminton i.e. to inform you of what is going on in the world of badminton, new opportunities to play or compete, tickets to watch the best players in England and across the world, how to get into volunteering our coaching.

**How we collect your data**

We do this in a number of ways - including when you become a member of Badminton England, join our fan club, purchase a ticket for one of our events or entered into a competition or otherwise communicate with us or visit our website. We treat your data with the utmost care and take appropriate steps to protect it.

**When we will share your data**

We'll sometimes share data with third parties to help us provide a better service for you. Some examples might be giving your address to a courier so they can deliver your order, or a company supplying a service guarantee.

**Know your rights**

You have many rights regarding your personal data, including seeing what data we access, and updating your information.

**Our policies**

Please see our policies and notices for further information on how we use your personal data.

* Data Protection Policy
* Privacy Notice
* Personal Data Retention Policy
* Direct Marketing Policy
* Data Breach Notice