**BADMINTON ENGLAND DIRECT MARKETING POLICY**

**Introduction**

* Badminton England markets to its members, fans, customers, the general public and to its business contacts in the course of its business.
* Badminton England’s Privacy Notice explains who we share personal data with.
* The General Data Protection Regulation (GDPR) governs the use of personal data generally whereas another regulation, the Privacy and Electronic Communications Regulations (PECR) specifically applies to unsolicited direct marketing (by SMS, telephone, fax and email). PECR restricts marketing methods and imposes requirements for sending marketing communications.
* Under PECR, Badminton England requires the consent of individuals in order to send them marketing communications. However, Badminton England can rely on a "soft opt-in" as an exception to this rule, dependent on certain conditions being met.
* Consent only relates to new/incoming member / fan / customers who have provided their personal details, for example when purchasing a membership from us. However, Badminton will need prior consent from individuals for email marketing.
* Badminton England will give all individuals the opportunity to opt-out of receiving any type of marketing at any time.
* When Badminton England uses personal data for direct marketing purposes, it does so on the bases that it is in Badminton England’s legitimate business interests to do so, and that in doing so the fundamental rights and freedoms of the member / fan / customers contacted are not overriding.
* Badminton England wants to give its member / fan / customers the best possible experience of badminton and will use the data we hold about you to personalise our communications to you in order 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 etc.
* Notwithstanding Badminton England’s ability to operate a ‘soft opt-in for existing member / fan / customers, Badminton England does not want to bombard you with unwanted communications and has created a series of Opt-in preferences by which we can personalise our communication with you. These preferences will apply to existing and new member / fan / customers.
* Badminton England's contact details will be provided to all recipients.
* Any information collected for marketing will only be used for the purposes of opportunities to get involved with badminton.
* Badminton England will not give any personal data to third parties to promote their products or services directly to Badminton England’s partners without the member / fan / customer’s explicit consent
* All data kept will be done so in accordance with Badminton England’s Personal Data Retention Policy

**Preferences**

* Members / fans / customers will have the ability to opt-in to:
  + to receive Badminton England’s monthly members newsletter
  + be kept up to date with system updates and improvements
  + be contacted about tickets and offers for the YONEX All England Open Badminton Championships
  + be contacted about tickets for the English National Championships
  + be contacted about tickets for any major event that Badminton England may host
  + receive emails about the members competitions
  + receive surveys by email from Badminton England
  + receive regular news about Team England
  + receive regular news about badminton initiatives
  + hear about the latest Badminton England sanctioned tournaments that you can enter
  + receive coaching tips to improve your game:
  + be made aware of any important changes to membership
  + receive emails from Badminton England sponsors and partners about new products and offers
  + receive all email communications from Badminton England
  + be contacted by the County Badminton Association that you are affiliated to
  + be contacted by the league your club is affiliated to
* All Badminton England members / fans / customers will be provided with the option to opt-out of communications from us
* Badminton England will keep a list of those who do not wish to receive messages from us