

## 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 members / fans / customers who have provided their personal details, for example, when purchasing a membership from us. However, Badminton England 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 by unsubscribing via a link on email communications or by contacting [marketing@badmintonengland.co.uk](mailto:marketing@badmintonengland.co.uk) to request their address be unsubscribed.
- When Badminton England uses personal data for direct marketing purposes, it does so on the basis 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 members / fans / customers the best possible experience of badminton and will use the data we hold to personalise our communications. To inform our audience 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 or coaching etc.
- Notwithstanding Badminton England's ability to operate a 'soft opt-in for existing members / fans / customers, Badminton England will ensure a positive experience for our audience and that communications are relevant and timely. We also have a list of mailing preferences for our audience to select the type of messaging they are willing to receive. These preferences can be accessed via the 'Update Preferences' link on email communications or upon request to [marketing@badmintonengland.co.uk](mailto:marketing@badmintonengland.co.uk).
- Badminton England's contact details will be provided to all recipients.
- Any information collected for marketing will only be used for the purposes of providing what we deem as relevant information to our audience.
- Badminton England will not provide any personal data to third parties to promote their products. We would like to share exclusive offers and promotions on behalf of our carefully selected business Partners, we will only share these with audience members subscribed to the 'Partners' mailing list.
- 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 the following Mailing Lists:
  - News and Updates
  - Promotions & Offers
  - YONEX All England Open Badminton Championships
  - Our carefully selected Partners
  
- 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.