

ITF Privacy Notice – marketing recipients

Please read this notice carefully.

1. About Us

ITF Licensing (UK) Limited trading as the International Tennis Federation (ITF) is a data controller of any personal data it collects and holds about you. The ITF is referred to as “we”, “us” and “our” in this privacy notice. We are a company registered in England and Wales under company number 02584446. We are registered on the Information Commissioner's Office Register; registration number Z5603782.

We are committed to protecting and respecting your privacy in accordance with the applicable data protection laws which impose certain obligations on us as a data controller. This notice provides you with the necessary information regarding your rights and our obligations, and explains how, why and when we process your personal data.

We may need to change this privacy notice in the future. If we make any substantial changes that materially affect you, we will inform you before they take effect. You can find a list of all our privacy notices here: <https://www.itftennis.com/about/help/privacy-notice.aspx>.

If you require any further information, or wish to contact us about how we collect and store your data, our contact details are:

Address	Bank Lane, Roehampton, London UK, SW15 5XZ
Telephone Number	+44 20 8878 6464
Data Protection Officer's Email	dataprotectionofficer@itftennis.com

2. Who this privacy notice applies to

This privacy notice explains how we will use the personal data of anyone who receives ITF marketing material, including ITF newsletters and press releases, benefits from our services and products and engages with our online platforms and promotional campaigns.

Each such person is referred to as “you” and “your” in this privacy notice.

3. How we obtain your personal data

We collect and process your data when you:

- Register to use our online services or receive our newsletters;
- Contact us with any general enquiries;
- Indicate you would like to hear from us when you register or otherwise engage with us as a player, coach or official, or through other programmes, events and conferences that we run;
- Register to and then undertake online learning courses and training programmes;
- Subscribe to our communications and marketing material;
- Enter competitions through our websites or social media; and
- Complete optional surveys that we use for research purposes and to provide you with a more relevant customer experience.
- Engage with our promotional campaigns (for example the #MyCourt campaign)

We may also obtain data about you:

- that is publicly available, such as information from your social media accounts;

- (if applicable) from your National Tennis Association, if they participate in our promotional campaigns;

4. The types of personal data we process

We may process a wide variety of personal data about you, including personal data about:

you as an individual	<ul style="list-style-type: none"> • full name • job title • appearance (through photos or videos provided by you) • email address, home address and/or telephone number • gender • date of birth • countries of which you are a citizen or resident in
your preferences	<ul style="list-style-type: none"> • whether you wish to receive marketing from us and which types of marketing material you would like to receive
your technology	<ul style="list-style-type: none"> • device identifiers including IP address
your profile and how you use our products and services	<ul style="list-style-type: none"> • details of our services with you, including how you access and use those services, for example via smart phone application, web browser etc
your correspondence	<ul style="list-style-type: none"> • correspondence or communications received or sent, and the information contained within those materials

5. How we will use your personal data and the legal basis for using that personal data

Enable our business and pursue our legitimate interests	
Monitor and research	<p>We may use your personal data to:</p> <ul style="list-style-type: none"> • undertake research to enhance the general appeal and global reach of the game • gather statistics about registration, memberships, accreditation and people interested in tennis
Other business interests	<p>We may use your personal data to:</p> <ul style="list-style-type: none"> • promote tennis and the ITF (where you engage with our promotional campaigns) • monitor use of, improve and protect our websites, social media platforms and other online services • update, consolidate and improve our business and the services that we provide to you as well as the accuracy of our records • monitor and analyse the use of your account / membership with us • identify other products and services you may be interested in and tell you about other products and services • obtain your feedback and respond to and rectify complaints received by you and other service beneficiaries of the ITF • segment your personal data to make sure that you only receive information that is relevant to you • develop and improve <u>ITF business functions</u> and facilitate investment in, and the growth of, our business • manage and mitigate the risks to you and our federation

Legal Obligations	
Compliance with applicable laws	<p>We may use your personal data to:</p> <ul style="list-style-type: none"> comply with applicable laws and <u>protect</u> the ITF’s legitimate business interests and legal rights, including, but not limited to, use in connection with legal claims, compliance, regulatory and investigative purposes (including disclosure of such information in connection with legal process or litigation).

Consent

Otherwise, we may seek your consent to use your personal data, e.g. to send you information about the ITF’s competitions, development activity and other ITF business. At the time that we ask for your consent we will explain the reasons why. You are entitled to refuse consent. However, your refusal to provide consent may mean that we are unable to provide you with the service that you have requested. Even if you refuse consent to receive direct marketing material, the ITF may still contact you specifically in relation to the services that you have requested (e.g. a conference you have registered for).

If you withdraw your consent, we will not continue to process your information for the purpose for which consent was obtained, but this will not impact the validity of any processing undertaken before you withdrew your consent

6. How we use your personal data to make automated decisions

The ITF will not use your personal data to make automated decisions.

7. Marketing

We will ask you, when you provide us with your personal data, if you are happy for us to contact you by email about products, competitions and services offered by us and our sponsorship partners which we think may be of interest to you. We may also ask to provide your information to third parties so that they can contact you about their products and services. If you do not agree to this, we will not use your personal data for these purposes.

If, at any time, you change your preferences and either do wish to receive such communications or wish us to stop sending you such communications you can let us know by one of the following methods:

- email us at communications@itftennis.com and we’ll be happy to contact you to help change your preferences. (As this isn’t a secure channel, please don’t include any personal details in any emails sent to this address.)
- Click the unsubscribe link on any marketing emails that we send you.

8. Who we share your personal data with

Hosting and storage of your personal data takes place in Europe, by DotMailer. Please refer to DotMailer’s privacy notice for more information: <https://www.dotmailer.com/terms/privacy-policy/>. (Please note that the term “end user” is the one that is applicable to you.)

We share your personal data with:

- You and your representatives;
- Any person you ask us to provide information to (e.g. ITF’s sponsor, TennisPoint);

- Our service providers: (i) DotMailer, the supplier of our mailing system; (ii) Two Circles, the supplier of our data management services; (iii) Livewire, our digital support agency;
- Our advisers, auditors, agents and suppliers who act or may act on our behalf; and
- If necessary: courts and any arbitrator or adjudicator of a dispute involving us; and law enforcement agencies.

Any personal data provided by you as part our public promotional campaigns, for example #MyCourt, may be shared publicly on our social media platforms.

Personal data may be shared with government authorities and/or law enforcement officials if mandated by law or if required for the legal protection of our legitimate interests in compliance with applicable laws.

9. How long we will hold your data

We will hold information about you only for as long as we need it for the purpose for which we collected it, which is as follows:

- We will keep processing your personal data while you continue to engage with our emails, and for a period of twelve months from when you stop;
- However, if you ask us to stop processing your data, we will delete your data immediately (but there may be a short period required to allow us to so do).
- If you have provided any personal data specifically to enter an ITF promotional competition, we will delete that personal data immediately after the competition has finished.

We may retain the data for longer where it is necessary for us to meet our legal and regulatory obligations. For example, personal data linked to the processing of subject access requests or disputes will be kept for as long as it is necessary for that purpose.

10. Your legal rights

You have a number of rights over your personal data processed by us. These include your rights to request:

- Access to your personal data.
- Correction of incomplete, inaccurate or outdated personal data.
- Transmission of personal data to you or to another person or organisation.
- Erasure of personal data.
- Restriction to our processing of your personal data.

The extent of these rights are limited by law and we may not act on part or all of your request(s) where the right(s) are not applicable. If we do not act on your request, we will explain our reasons why.

Please contact us at the email address detailed under the About Us section above if you require any further information or wish to make a request to exercise any of your rights under applicable Data Protection laws.

11. Sending your personal data outside the UK and the EEA

We may transfer and your data may be processed outside the United Kingdom (UK) and the European Economic Area (EEA). This includes transfers to support services for our mailing system.

Where we transfer your data outside of the EEA, we will create and maintain appropriate safeguards so that your personal data is subject to the same standards and protections as when we are processing your personal information inside the EEA.

You can contact us for more information about this.

12. How to complain

Please contact us if you are unhappy with the outcome of any of your requests to exercise your rights, or how we handle your personal data. You are also entitled to complain to the Information Commissioner's Office via www.ico.org.uk.

13. Our Privacy Notice available in other formats

We can provide our Privacy Notice large print, Braille and audio upon request.