

Privacy Policy

This Privacy Policy lets you know what happens to any personal data that you provide to us, or any that may we collect about you. If you need any more information, contact us at privacy@fanatics.co.uk. It was last updated on 8th October 2019 to take into account new ways in which we use your personal data, and your rights in relation to it.

This policy applies only to personal information processed by or on behalf of Fanatics (International) Limited. We share some of your information with Aston Villa Football Club Limited (“Aston Villa F.C.”). Their [privacy policy](#) sets out how they will use this information.

About us and how to contact us

We are Fanatics (International) Limited. You can contact us at privacy@fanatics.co.uk. Our address is Stubbs Mill, Upper Kirby Street, Manchester M4 6FN.

What personal information do we collect, why, and what are your rights?

We collect information from you when you visit our website, purchase something from us, contact us by telephone or email or receive a communication from us. We also receive information about you from Aston Villa F.C. The provision of information to us is voluntary; however, if you do not provide us with Transaction information or Preference information, we may not be able to fulfil your order or provide you with updates.

Category of personal data	Examples of your personal data
Contact information	Name, Address, Email Address, Telephone Number
Transaction information	Contact information, together with purchase details, delivery details, payment details, any communications we have about your purchase
Legal information	Fraud checks or flags raised about your transactions, payment card refusals, complaints
Preference information	Your marketing preferences, your account settings including any default preferences, any preferences we have observed, such as the types of offers that interest you, or the areas of our website that you visit.
Communications	Communications we may have with you, whether relating to a transaction or not. Please note that we record calls to our customer services team.

Voluntary information	Any voluntary information you provide us with, such as your date of birth, gender, favourite football teams or players, responses to surveys or competition entries
Observed information	<p>Details of your online browsing activities on our website, such as the pages, products or areas of our website that you visit, or which link has brought you to our website from our email communications or other websites.</p> <p>This information may be identifiable to you because you are logged in to your account, or because we have collected details of your IP address or the device that you have used to access the website. This will also collect the geographic region which your device reports to us that you are located in.</p>

We use the data we collect about you for various purposes. European data protection legislation sets out specific “lawful bases” for processing personal data. The tables below set out under which basis we process different information about you, and explains the purpose of that processing. It also sets out the specific rights you have in respect of that processing, which may depend on the basis we process it for.

Lawful basis and purpose	What personal data do we use?	Specific rights you may request
<p>Consent: to send you direct marketing in accordance with the preferences you select when you sign up to receive updates, purchase products, or via our preferences centre.</p> <p>For Aston Villa F.C. to send you direct marketing in accordance with the preferences you select when you sign up to receive updates or purchase products.</p> <p>To collect certain personal data about you via cookies or other similar technologies, as more fully described in our Cookies Statement</p>	<p>Contact information Contact information</p> <p>Contact information</p> <p>Observed information</p>	<p>To withdraw your consent. You can withdraw your consent to receive direct marketing from Fanatics by clicking on the unsubscribe link in any communication from us, by visiting the preference centre or by emailing privacy@fanatics.co.uk.</p> <p>If you have consented to Aston Villa F.C. sending you direct marketing, once we have notified Aston Villa F.C. of this consent, you may withdraw this consent by clicking on the unsubscribe link in any communication from Aston Villa F.C., or as set out in Aston Villa F.C.’s privacy policy.</p> <p>To have your personal data erased.</p>
<p>Performance of our contract with you: to fulfil your order, take payment and deliver your goods to you or the recipient you indicate, to deal with any complaints or any after sales services, including for warranty purposes.</p>	<p>Transaction information</p>	<p>To obtain a machine readable copy of information you have provided to us (the right of portability)</p>

<p>In order to offer you Klarna’s payment options: in order for Klarna to assess whether you qualify for their payment options and to tailor the payment options for you. General information on Klarna you can find here. Your personal data is handled in accordance with applicable data protection law and in accordance with the information in Klarna’s privacy policy.</p>	<p>Transaction information Contact Information</p>	
<p>Complying with legal obligations: To confirm your identity. to keep records required by law or to evidence our compliance with laws, including tax laws, consumer protection laws and data protection laws. To provide information to law enforcement agencies or other authorities where we are required to do so.</p>	<p>Legal information, Transaction information, Communications (where relevant), Preference information in the case of marketing and cookie preferences only</p>	
<p>Our legitimate interests: For our internal business administration, to manage customer accounts, including keeping general records of customers, sales, customer care and other interactions, and to protect genuine customers and our business from fraud to minimise the risk of false details being used, and abuse of card details by fraudsters. This is necessary in order for us to operate efficiently, deal with any issues which may arise and to protect ourselves against any future legal claims and ourselves and others against fraudulent transactions.</p> <p>To manage any competitions or other promotions that you have chosen to participate in.</p> <p>To target our direct marketing to you (where you have consented to receive it): This means that we use the information you provide us with and that we observe from your interactions with us to build a better picture of the type of offers and products we can provide which you might be interested in, so that the communications you receive are more relevant to you. Without using this information, we could only send generic communications to you, and we’d rather not be cluttering up your inbox! We believe this is justified as you are in control over whether you receive our direct marketing, through our preference centre and each time we contact you.</p>	<p>Transaction information, Legal information, Communications, Preference information Contact information, Preference information, Communications, Voluntary information</p> <p>Transaction information, Preference information Communications, Preference information, Voluntary information, Observed information</p> <p>Transaction information, Preference information Communications, Preference information, Voluntary information, Observed information</p> <p>Contact information, Transaction information, Preference information, Communications</p>	<p>To restrict our processing to storing your personal data, using it for purposes of legal advice or action, or to protect another individual.</p> <p>To object to our use of your personal data for the purposes stated.</p> <p>To have your personal data erased where it is used for direct marketing purposes or where we cannot show an overriding legitimate interest.</p>

<p>To improve our marketing activity more generally: This means we use information about you and about our other customers to work out what is working and what is not in terms of our marketing activity or our sales performance, so that we can develop our websites, products and offers to be more relevant to our customers generally, to improve your online experience and the products we offer. We will also use information provided by your device to recommend the intended geographic website for the location it reports you as being in. Where possible, we will use statistical or pseudonymised data for these purposes.</p> <p>To target our marketing activity more generally (where you have consented to receive marketing communications): This means that we share details of existing customers with third parties to create 'lookalike' audiences. We do this so that we can build a better picture of the type of individuals who may be interested in our products, and are able to target our marketing activity to those individuals.</p> <p>To share your information with Aston Villa F.C.: This means that although we control this website and sell the products you purchase directly to you (including managing all aspects of fulfilment), we have been asked to do so by Aston Villa F.C. and are licensed to use their brand. As a part of that relationship, we share details of customers of Aston Villa F.C. products. Aston Villa F.C. will use your personal data in accordance with their privacy policy and you can contact them directly with any questions by emailing the relevant contact set out in their privacy policy.</p>	<p>(where relevant), Voluntary information, Observed information</p> <p>Contact Information, Preference information</p>	
<p>In all cases, you may have the right:</p> <ul style="list-style-type: none"> • To access the personal data we hold about you • To correct the personal data we hold about you 		

Exercising your rights

You may exercise any of the rights outlined above by emailing privacy@fanatics.co.uk.

Please contact us if you have any concern about how your personal information is processed at privacy@fanatics.co.uk and we will try to resolve your concerns. However, if you consider that we are in breach of our obligations under data protection laws, you may lodge a complaint with the Information Commissioner's Office.

Who do we share personal information with and where are they?

As set out above, we share your personal data with Aston Villa F.C., whose brand we are licensed to use in the provision of this website and the products sold on it.

We will also share your personal data with our service providers. We will have in place an agreement with our service providers (including our parent company Fanatics Inc, who provide some services for us) which will restrict how they are able to process your personal information and require them to keep it secure. We use some service providers directly in the fulfilment of your orders, for example for personalisation services, or where products are shipped directly from the manufacturer. We may also use service providers in less direct ways, such as in the provision of our payment and finance systems, fraud verification. If any service provider is based outside of the European Economic Area, we will ensure that the provider is either a current subscriber to the EU/US Privacy Shield, or we have an appropriate contract for the international transfer of personal information with them. In respect of Fanatics Inc, we have a contract in place in the form authorised by the European Commission for the international transfer of personal data. If you would like to see a copy of any relevant provisions, please contact privacy@fanatics.co.uk.

Our website also contains scripts from third party affiliates who will gather Observed information about you in order to verify referrals from third party advertising. We do not process this information but it is collected directly by them and processed in accordance with their privacy policies.

We may share any of your personal data with a prospective purchaser or purchaser of any part of our business, on the basis of our legitimate interests and the interests of our purchaser, so that they can appropriately value the business and assess any risks and continue doing business with you after the acquisition.

We may also share your personal data where we are obliged by law to do so, or where we reasonably conclude that it is necessary for defending, exercising or establishing our legal rights.

How long do we keep your information for?

We will only retain your personal information for the purposes set out in the policy and for as long as we have a legal or business requirement to do so. By law, different retention periods apply for to different types of records and data, however the longest we will normally hold any personal data is 7 years from the date of your last transaction, for taxation, accounting and risk management purposes. This may be extended in the event of a query, investigation or dispute until fully resolved.