

Fans Chance Privacy Policy

1. INTRODUCTION

This Privacy Policy explains how Fans Chance Ltd collects, uses, and protects your personal information when you use our website, services, or interact with us across any channel. By using our services, you agree to the terms of this policy.

2. DATA CONTROLLER

Fans Chance Ltd is the data controller responsible for your personal information.

Company name: Fans Chance Ltd

Postal address: PO Box 6302, Sheffield, S8 2GU

Email address: hello@fanschance.co.uk

3. SCOPE AND CHANNELS

This policy covers information collected on our website, by email, phone, chat, social media, advertising, third-party platforms, and any partner club or charity channels that promote our draws.

4. INFORMATION WE COLLECT

- a. Identity information such as name, date of birth, and gender.
- b. Contact information such as email, phone, and postal address.
- c. Payment and transaction information such as billing details, payment method, and purchase history.
- d. Technical and usage information such as IP address, device identifiers, browser type, operating system, pages viewed, and interaction data collected via cookies and similar technologies.
- e. Geolocation information such as city or region.
- f. Profile information such as account settings, preferences, and marketing choices.
- g. Competition information such as ticket purchases, entries, eligibility checks, winner records, and related communications.
- h. Publicity information for winners such as names, towns, photographs, video or audio recordings, and prize details where you consent.
- i. Information from social media or third-party accounts where you interact with us or log in using those accounts.
- j. Aggregated or anonymised data that does not identify you directly.

5. SOURCES OF YOUR INFORMATION

We collect information directly from you when you interact with us. We also receive information from payment providers, analytics and advertising partners, social media platforms, fraud prevention services, and from partner clubs and charities that help promote our draws.

6. HOW WE USE YOUR INFORMATION

We use your information to:

- a. Process entries, manage accounts, run draws, and deliver prizes.
- b. Communicate with you about entries, accounts, service messages, and updates.
- c. Provide marketing about our draws and promotions where we have consent or a

lawful basis.

- d. Comply with legal and regulatory obligations including tax, gambling licensing, anti-money laundering, and record-keeping requirements.
- e. Prevent, detect, and investigate fraud, misuse, or security incidents.
- f. Improve our website, services, promotions, and customer experience.
- g. Create reports, research, and statistics using aggregated or anonymised data.

If we need to use your information for a new purpose that is not compatible with the purpose for which it was collected, we will inform you and explain the legal basis for doing so.

7. LEGAL BASES FOR PROCESSING

We rely on one or more of the following legal bases:

- a. Contract, where processing is needed to provide our services to you.
- b. Consent, which you may withdraw at any time.
- c. Legal obligation, where the law requires processing.
- d. Legitimate interests, such as running and growing our business, preventing fraud, and communicating with customers in a way that respects your rights.

8. MARKETING AND PECR

We may send you marketing by email or SMS with your consent. Where the law allows a soft opt-in, we may market to you about similar services when you have bought from us, and you can opt out at any time. Every marketing message will explain how to unsubscribe. We do not share your personal information with third parties for their own marketing without your consent.

9. COOKIES AND TRACKING

We use cookies and similar technologies to operate, secure, and improve our website, measure performance, and show relevant promotions. This may include strictly necessary cookies, performance cookies, functionality cookies, and targeting or advertising cookies. You can control cookies in your browser. Some features may not work if you disable certain cookies.

10. PUBLICITY AND WINNERS

If you win a prize, we may publish your name, town, and limited publicity materials for promotional purposes where you consent. You can withdraw consent, but this will not affect publicity already produced.

11. SHARING YOUR INFORMATION

We share information with trusted service providers who act on our instructions, such as payment processors, cloud hosting, IT security, email and SMS platforms, analytics and advertising partners, identity verification and fraud prevention services, customer support tools, professional advisers, partner clubs and charities involved in a draw, and regulators or law enforcement where required.

These parties act as data processors under contract and must keep your information secure and only use it for the purposes we specify. We do not sell your personal information.

12. INTERNATIONAL TRANSFERS

Your information may be transferred outside the United Kingdom and the European Economic Area. Where this happens, we use appropriate safeguards such as standard contractual clauses or an adequacy decision to protect your information.

13. RETENTION

We keep your information only for as long as needed for the purposes in this policy. We apply these periods or criteria:

- a. Account and purchase records: kept while your account is active and for up to six years after to meet tax, accounting, and legal requirements.
- b. Winner and prize records: kept for up to six years to meet legal and audit needs.
- c. Marketing preferences and contact history: kept until you opt out or your account is closed, then limited records kept to respect your choice.
- d. Website logs and analytics: kept for up to twenty-four months unless we need them longer for security or legal reasons.

14. SECURITY

We use appropriate technical and organisational measures to protect personal information, including encryption, access controls, secure hosting, regular monitoring, and staff training. No system can be guaranteed as completely secure, and we maintain processes to identify, respond to, and learn from incidents.

15. AUTOMATED DECISION MAKING AND PROFILING

We do not make decisions that produce legal or similarly significant effects about you solely by automated means. We may use automated systems to help detect fraud, manage risk, and run randomised prize draws without profiling individuals.

16. YOUR RIGHTS

You have rights over your personal information, including:

- a. Access to a copy of your data.
- b. Correction of inaccurate or incomplete data.
- c. Deletion in certain situations.
- d. Restriction of processing in certain situations.
- e. Objection to processing based on legitimate interests or to direct marketing.
- f. Portability of data you provided to us where processing is by consent or contract and carried out by automated means.
- g. Withdrawal of consent at any time where we rely on consent.

To exercise your rights, contact us at hello@fanschance.co.uk. We may need to verify your identity before responding.

17. COMPLAINTS AND THE ICO

If you have a concern, please contact us first and we will try to resolve it. We aim to respond within thirty days. You also have the right to complain to the UK Information Commissioner's Office.

ICO telephone: 0303 123 1113

ICO address: Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF
Website: ico.org.uk

18. WHETHER YOU NEED TO PROVIDE DATA

If you do not provide information that we need to run your entry, process payments, verify eligibility, or deliver a prize, we may be unable to provide our services to you.

19. THIRD PARTY LINKS

Our website may link to other sites. We are not responsible for their privacy practices, and we encourage you to read their policies.

20. CHILDREN

Our services are for people aged 18 or over. We do not knowingly collect information from anyone under 18.

21. CHANGES TO THIS POLICY

We may update this policy from time to time. We will post the updated version on our website with a new effective date. Continued use of our services means you accept the updated policy.

22. GOVERNING LAW

This policy is governed by the laws of England and Wales, and any disputes will be subject to the exclusive jurisdiction of the courts of England and Wales.

23. CONTACT US

Fans Chance Ltd
PO Box 6302
Sheffield
S8 2GU
Email: hello@fanschance.co.uk
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