

Cookie Policy

Birmingham City Football Club Cookie Policy

1. Introduction

Birmingham City Football Club Limited and Birmingham City Women Football Club Limited (together referred to as "the Club", "we", "us" or "our") use cookies and similar technologies on our websites, online platforms, applications, digital services, ticketing systems and related services. This Cookie Policy explains what cookies are, how we use them, the types of cookies we use, and how you can manage your preferences. This policy should be read alongside the Club's Privacy Notice.

2. What Are Cookies? Cookies are small text files that are placed on a user's device when visiting a website. They help websites function efficiently, improve user experience, remember user preferences, analyse website usage and support security and marketing activities. Cookies may be:

- **Session Cookies** – deleted automatically when a browser is closed.
- **Persistent Cookies** – remain on a device until they expire or are manually deleted.
- **First-Party Cookies** – set directly by Birmingham City Football Club.
- **Third-Party Cookies** – set by external providers whose services are used by the Club.

3. Why We Use Cookies We use cookies and similar technologies to:

- Operate and secure our websites and online services.
- Enable user authentication and account management.
- Facilitate ticket purchases and supporter transactions.
- Remember user preferences and settings.
- Monitor website performance and reliability.
- Understand how visitors interact with our websites.
- Improve user experience and website functionality.
- Measure the effectiveness of communications and digital campaigns.
- Protect against fraud, misuse and cyber-security threats.
- Comply with legal, regulatory and security obligations.

4. Categories of Cookies We Use Strictly Necessary Cookies

These cookies are essential for the operation of our websites and services and cannot be disabled through our cookie management tools. Examples include:

- Website security controls.
- User authentication and login management.
- Single Sign-On (SSO) functionality.
- Shopping basket and transaction processing.
- Ticket purchasing and supporter account management.
- Load balancing and website infrastructure.

- Fraud prevention and cyber-security monitoring.

Without these cookies, certain website features cannot function correctly. **Legal Basis:**

Necessary for the provision of requested services and the operation of the website.

Performance and Analytics Cookies These cookies help us understand how visitors use our websites by collecting information such as:

- Number of visitors.
- Pages viewed.
- User navigation paths.
- Time spent on pages.
- Error reports and service performance information.

This information is generally aggregated and used to improve website performance and user experience. **Legal Basis:** Consent. **Functional Cookies** These cookies allow our websites to remember choices made by users and provide enhanced functionality. Examples include:

- Language preferences.
- Accessibility settings.
- Region settings.
- Personalised website preferences.
- Remembering login details where requested.

Legal Basis: Consent.

Marketing and Advertising Cookies These cookies may be used to:

- Deliver relevant content and advertisements.
- Measure advertising effectiveness.
- Build audiences for digital campaigns.
- Support retargeting and remarketing activities.
- Measure engagement with Club communications.

These cookies may be placed by trusted third-party partners. **Legal Basis:** Consent. **Social Media Cookies** Where social media features are integrated into Club websites, social media providers may place cookies on your device. Examples may include:

- Facebook
- Instagram
- X (formerly Twitter)
- YouTube
- LinkedIn

These providers may use cookie information in accordance with their own privacy policies.

Legal Basis: Consent.

5. Third-Party Services The Club may use third-party providers to support website functionality, analytics, ticketing, communications and digital engagement. Depending on services used, cookies may be placed by providers such as:

- Google
- Microsoft
- Meta
- YouTube
- LinkedIn
- Ticketing platform providers
- CRM providers
- Marketing technology providers
- Website hosting and security providers

Where third-party cookies are used, responsibility for those cookies rests with the relevant provider.

6. Consent When you first visit our website, you will be presented with a cookie banner allowing you to:

- Accept all cookies.
- Reject non-essential cookies.
- Manage your cookie preferences.

Non-essential cookies will only be placed on your device where you have provided consent. You may withdraw or amend your preferences at any time using the website's cookie management settings.

7. Managing Cookies Most internet browsers allow you to:

- View stored cookies.
- Delete cookies.
- Block specific cookies.
- Block all cookies.
- Receive alerts when cookies are used.

Please note that disabling certain cookies may reduce the functionality of our websites and services.

8. Data Protection and Privacy Information collected through cookies may constitute personal data where it relates to an identifiable individual. Where cookie information constitutes personal data, it will be processed in accordance with:

- UK General Data Protection Regulation (UK GDPR)
- Data Protection Act 2018

- Privacy and Electronic Communications Regulations (PECR)
- The Club's Privacy Notice

The Club implements appropriate technical and organisational security measures to protect information collected through cookies and similar technologies.

9. Cookie Retention Cookie retention periods vary depending on the type and purpose of the cookie. Some cookies expire when a browsing session ends, whilst others remain active for a defined period to remember preferences, support analytics or facilitate functionality. Further information on specific retention periods may be provided through the Club's cookie management platform.

10. Changes to This Policy We may update this Cookie Policy from time to time to reflect changes in:

- Legal or regulatory requirements.
- Technology and website functionality.
- Services provided by the Club.
- Security requirements.

Any significant changes will be published on our websites. For further information about cookies, please visit . For information about advertising cookies and instructions on how to disable them, visit.

11. Contact Details If you have any questions regarding this Cookie Policy, our use of cookies, or how we process personal data, please contact:

Data Protection Officer Birmingham City Football Club Limited St. Andrew's @ Knighthead Park Birmingham **Email:** dpo@bcfc.com You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) if you believe your personal data has been processed unlawfully.