



## Policies and Regulations

### Diversity and Inclusion policy

We actively promote Diversity, Equality and Inclusion in our behaviour, practices and values.

Football is for everyone; it belongs to and should be enjoyed by anyone who wants to participate in it, whether as a player, official, staff member or spectator. We aim, therefore, to bring people together in a way that supports positive change, makes people feel valued and improves the lives and inclusive experience of our fans and wider community.

As fans of Brentford Football Club, we are one family, and regardless of your background, it is fundamental to our values that everyone should be made to feel welcome as supporters of this Club. We are committed, therefore, to confronting and eradicating any form of discrimination, whether it is of race (including ethnic origin, colour, nationality and national origin), religion or belief, sex, sexual orientation, marital or civil partner status, age, pregnancy or maternity, disability or gender reassignment. (Protected characteristics outlined within the Equality Act 2010).

We ensure that we treat everyone fairly and with respect, and that we provide access and opportunities for all members of the community to enjoy their matchday experience with us. At Brentford FC, we are proud to represent every part of our diverse community and for those that don't share these views, we will not compromise on our values.

#### OUR STANCE:

- We have zero-tolerance towards discriminatory language, abuse, chanting and behaviour of any kind.
- We expect our community to behave towards others in a manner consistent with principles of fairness, respect and tolerance.
- We find hateful behaviour based on any form of discrimination wholly unacceptable.
- We don't want you at Brentford FC if you can't accept that, or if you behave in a manner that is incompatible with these values.



#### IN THE FIRST INSTANCE:

- We encourage you, if you see or hear racist, sexist, homophobic, or other behaviour of hate or division to use any of our reporting mechanisms. Collecting evidence quickly and efficiently allows us the best chance to deal with any incidents:
  - Please report what you see or experience to any of our matchday stewards, or Text BFC followed by your message to 62277 and our operations team will be notified.
  - Alternatively email [report@brentfordfc.com](mailto:report@brentfordfc.com) with as much detail as possible.
  - Fans can also phone Kick It Out on 0800 169 9414, send an email to [info@kickitout.org](mailto:info@kickitout.org) or contact Kick It Out on social media -Twitter @kickitout or [www.Facebook/kickitout/official](http://www.Facebook/kickitout/official)

#### OUR PROMISE TO YOU:

- We will thoroughly investigate such incidents and any behaviour from an individual or group, which is calculated to divide our fans and community, or cause trouble.
- We will deal with this appropriately and expediently, which may result in a banning order or ejection from our ground.
- We will continually review our methods, approach and means of dealing with such behaviour to help prevent further incidents.

We believe that being inclusive and welcoming is an important part of what will make us unbeatable, and the team that everyone in our community will be proud to support and be associated with.

This Policy is fully supported by Chief Executive Jon Varney and all members of the Brentford FC Board of Directors.





## Social Media Policy – Guidance for Fans

### Introduction

Brentford Football Club wants to make our Club as inclusive as possible, somewhere all our fans and staff feel welcomed and valued. To support this aim, the Club is committed to encouraging fans to use social media in all matters relating directly to the Club in a responsible way, ensuring an environment of respectful discussion, debate and opinion.

Social media is a dynamic, constantly evolving form of communication that allows people to participate in online communities, generate content and share information with others. Users can access the range of platforms through a multitude of services and devices, such as mobile phones, tablets, music devices, game consoles and personal computers.

### Benefits of social media

When used safely and correctly, social media offers a number of positive benefits including:

- Looking up live football results, league tables and footage online
- Creating personal profiles which can be designed to display the person's identity
- Interacting with friends online and making new friends
- Building a positive personal image and brand
- Following football players and organisations as well as other interests
- Playing online games
- Uploading videos and images online and commenting on them
- Keeping online blogs, diaries and journals
- And many others
- Official social media platforms

Brentford FC actively uses social media platforms and channels to engage with fans. It has four official platforms that are monitored and run by the Club.

Twitter - <https://twitter.com/brentfordfc>

Facebook - <https://www.facebook.com/brentfordfootballclub1889>

Instagram - <https://www.instagram.com/brentfordfc/>

YouTube - <https://www.youtube.com/brentfordfc>



## Guidance and conduct

When engaging with social media relating directly to the Club, whether on the Club's official social media channels or elsewhere, we ask our fans to behave in a manner which is in line with our Club's values and beliefs as set out in our Diversity & Inclusion Policy published by the Club on its website <https://www.brentfordfc.com/policies-and-regulations/>. In particular, we encourage fans to behave towards others in a manner consistent with the principles of fairness, respect and tolerance and to refrain from any discriminatory or abusive comments.

## Club action

Whilst we can't take on the role of policing social media platforms, the Club will consider taking action against individuals or groups who produce or disseminate social media posts that contravene the Club's policies, particularly our Diversity & Inclusion Policy. We will investigate all complaints or conduct directly involving the Club on a case by case basis if the post/s (in the Club's sole judgement):

1. Seriously and directly contravenes our Club's values,
2. Does so in a way which we believe will or could bring the Club into disrepute, and
3. Can be reasonably identified as originating from known supporters of the Club

Actions taken could involve:

- Blocking the individuals or groups from following our official accounts
- Banning the individuals or groups from attending Brentford FC matches
- Reporting the individuals or groups to the social media platform and to the police if we feel a crime has been committed

At all times we will do what we believe will have the most impact to protect the Club and its fans, recognising that it is not possible or realistic for the Club to intervene in every situation. The decision on whether to take action will remain at the Club's sole discretion. Any decision not to act does not constitute an endorsement of the content under complaint by the Club.





## Advice for fans

### *Blocking users and reporting incidents to social media platforms*

Our advice to fans who receive hurtful or abusive comments is not to engage directly with those accounts but instead to first report the post to the relevant social media platform following the relevant link below and then to block the user from any further contact.

- Facebook - <https://www.facebook.com/help/181495968648557/>
- Twitter - <https://help.twitter.com/en/safety-and-security#sensitive-content>
- Instagram - <https://help.instagram.com/contact/383679321740945>
- YouTube - <https://www.youtube.com/intl/en-GB/about/policies/#reporting-and-enforcement>
- Snapchat - <https://support.snapchat.com/en-US/i-need-help>
- TikTok - <https://support.tiktok.com/en/privacy-safety/report-inappropriate-content-default>

### *Reporting incidents to the Club*

We would also encourage supporters to report any incidents witnessed or seen on social media platforms that directly affect Brentford FC, staff, players or supporters via email: [Report@brentfordfc.com](mailto:Report@brentfordfc.com), sharing details of the incident and screenshots of any offensive social media posts where possible. The Club will acknowledge receipt of your complaint and confirm if it intends to investigate this further.

### *Reporting incidents to the Police*

If you have been a victim of a crime or you feel a crime has been committed through social media, this must be reported directly to the police.

If you want to report an incident via Twitter, you can send a direct message to the @MetCC account. (Please do not report it to the @MPSBrentford Twitter account).

More information on reporting hate crimes or harassment is provided below:

- Reporting hate crime - [https://www.report-it.org.uk/your\\_police\\_force](https://www.report-it.org.uk/your_police_force) or <https://www.met.police.uk/advice/advice-and-information/hco/hate-crime/how-to-report-hate-crime/>
- Reporting harassment on social media - <https://www.met.police.uk/advice/advice-and-information/har/harassment-on-social-media/>



### ***Reporting incidents to Kick it Out***

There is also a reporting mechanism via an online form through Kick it Out, English football's equality and inclusion organisation:  
<https://www.kickitout.org/forms/online-reporting-form>

### ***Advice for parents***

Parents should be aware of, and appropriately supervise, the use of social media by children who may be particularly susceptible to unpleasant content online. More details about keeping children safe online can be found through the NSPCC and other charities: <https://www.nspcc.org.uk/keeping-children-safe/online-safety/>.

## **Privacy Policy**

### **Introduction**

This Privacy Policy explains what information Brentford Football Club, which is part of Brentford FC Limited (a company registered in England and Wales with number 03642327) collects about you, how we may use it, and the steps we take to ensure that it is kept secure. It also explains your rights and how to contact us. When we say "Brentford", "we", "us" or "our", we are referring to the relevant one of these that is responsible for processing your data. We will let you know which entity will be the controller of your data when you purchase a ticket, product or service from, or enter into any other transaction with, us. Unless you are informed otherwise, that controller will be Brentford FC Limited.

When we refer to the "site" or "our site", this includes:

- [www.brentfordfc.com](http://www.brentfordfc.com), and its microsites, including:
  - [seasontickets.brentfordfc.com](http://seasontickets.brentfordfc.com)
  - [crest.brentfordfc.co.uk](http://crest.brentfordfc.co.uk)
  - [membership.brentfordfc.com](http://membership.brentfordfc.com)
  - [newstadium.brentfordfc.com](http://newstadium.brentfordfc.com)
  - [tickets.brentfordfc.com](http://tickets.brentfordfc.com)
  - [shop.brentfordfc.com](http://shop.brentfordfc.com)

and its other microsites added over time

- [www.brentfordcommunitystadium.com](http://www.brentfordcommunitystadium.com)





## What information do we collect?

The personal data we hold may include some or all of the following:

- Contact and identity data including name, date of birth, postal address, email address, phone number, social media name or handle and Brentford FC membership and season ticket holder status, which may be added to and changed by you over time (we call this **Identity and Contact Data**)
- Payment information such as bank account and credit/debit card details (**Payment Data**)
- Details of payments made (and received) by you in connection with purchases of tickets, products and services, and the details of those purchases (**Transaction Data**)
- Disability, access and health requirements that you may have (**Health Data**)
- Technical data concerning your use of our site and communications you receive from us (**Technical Data**), which may include the type and version of your web browser or device, time zone setting and location of that web browser or device, browser plug-in (these are additional pieces of software that add extra capabilities to your web browser, such as the ability to run Java applets or see Flash animations) types and versions deployed by the web browser or device, parts of the site that you access and your internet protocol (IP) address, as well as information as to how you interact with communications we send to you
- Data we collect to create a profile of you, based on multiple criteria such as your location, demography, age and Technical Data, including data on perceived or inferred interests and lifestyle obtained from third parties (**Profile Data**)
- Your preferences for the marketing you wish to receive from us and third parties and your communication preferences (**Marketing and Communications Data**)

Some of your personal data may be shared with us by third parties such as:

- Technical and Profile Data:
  - Analytics providers (such as Google)
  - Advertising services and networks
  - Social media services (such as Facebook and Twitter)
  - Consumer segmentation services (such as Cameo)
  - Payment Data: payment services providers
  - Transaction Data: ticketing services providers
  - Identity and Contact Data and Marketing and Communications Data: iFollow Brentford (EFL)

Your use of your account and the inputting of some Identity and Contact Data and Payment Data, and the gathering of some Technical Data and Profile Data, may be affected by means of cookies. You can set your browser to refuse cookies, to alert you when a website has set or accesses cookies, or you may refuse consent to some cookies. Note that if you refuse cookies some parts of our site or app may not function properly. You can find out more information about the cookies we use, see our [COOKIE POLICY](#).



We also collect, use and share Aggregated Data such as statistical or demographic data. Aggregated Data may be derived from your personal data but is put together in an aggregated and anonymous manner (so that it cannot be associated with any of your Identity and Contact Data or other personal data) and does not constitute personal data for legal purposes. For example, we may anonymise and aggregate your Profile Data or Technical Data with that of others and (a) use it for internal management purposes, (b) share it with current or prospective business partners, and (c) use it to target offers that are made to fans through the site.

Other than Health Data (see above), we do not collect any Special Categories of Personal Data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data) except with your explicit consent.

### How do we use your personal data, and what is our legal basis for doing so?

These are the legal bases we have for holding and processing your personal data:

- **Contract:** To enter into or perform a contract with you
- **Legitimate Interest:** For our (or third parties') legitimate interests, as long as they aren't overridden by your interests and rights
- **Consent:** Your consent
- **Obligation:** To comply with our legal obligations

And here is how we use your personal data, and our relevant legal basis (**Our basis**) for doing so:

If you register with or make a purchase from us, you provide us with Identity and Contact Data. That Identity and Contact Data may be supplemented over time with other information, such as Transaction Data, Health Data and additional or updated Identity and Contact Data. We use this information to maintain your registration with our site and administer our relationship with you. *Our basis: Contract and Legitimate Interest (to remind you of the lapse or impending lapse of your registration, membership or season ticket).*

If you purchase a ticket, membership, season ticket, or any other product or service from us, we will use your Identity and Contact Data and Payment Data (and sometimes prior Transaction Data) to process the purchase, deliver it to you, receive payment for it, process any refund that may be owed to you and tell you about other related products and services. *Our basis: Contract and Legitimate Interest (to receive payment of sums owed to us and to advise our customers how to maximise the value of their purchases). [Note that we do not store your complete Payment Data – this is held by payment service providers. We do, however, store the last four digits of your payment card number, which are retained to assist in the resolution of queries concerning payments.]*





We will also use Identity and Contact Data, Payment Data and Transaction Data to monitor purchases with the objective of helping to prevent fraud. Our basis: Legitimate Interest (fraud-prevention).

When dealing with us about your visit to our stadium or another a venue, you may provide Health Data, which is used to help ensure your safety. Our basis: Contract, Obligation and protection of your vital interests.

From time to time, you may participate in a survey or provide us with feedback or otherwise engage with us in ways that, in combination with other data we hold, may be included in your Profile Data. In using the site, we and our service providers will also collect Technical Data. We use Profile Data and Technical Data to make our products and services, including our site, better and more relevant to you, and to enable us to create content that is more suited to you and send you more relevant communications. Our basis: Legitimate Interest (making our products and services and their marketing more specific to you).

Where you opt to receive marketing communications from Brentford Football Club, we will use your relevant Marketing and Communications Data to communicate that marketing to you. *Our basis: Consent and Legitimate Interest (marketing our products and services to you).*

We retain records of our financial transactions and contracts with you in order to maintain adequate accounting records and meet legal requirements. *Our basis: Obligation.*

We will use your Marketing and Communications Data and Identity and Contact Data to keep you informed of important changes to our relationship with you, such as by notifying you of changes to this Privacy Policy. *Our basis: Contract, Obligation and Legitimate Interest (in maintaining a compliant relationship with you).*

We will only use your personal data for the above purposes, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so. We may process your personal data without your knowledge or consent where this is required or permitted by law.



## Whom will we share your personal data with?

We will share your personal data with various third parties, but always for the uses referred to above. These third parties are businesses that provide services such as:

- Ticketing services
- Payment services
- Mailing and delivery services
- Website hosting
- Messaging and SMS push communications services
- Social media platforms
- Online and offline marketing services
- Research and profiling services
- Retailers
- Official Brentford FC Club Partners
- Football governing bodies and competition organisers – the English Premier League and Football Association

We may also share your personal data with others where to do so is mandated by applicable law.

Your Marketing and Communications Data will only be shared with a third party for the purpose of them directly marketing to you where you have consented to that marketing.

If we transfer your personal data outside the European Economic Area (EEA) to a country that does not provide a similar level of legal protection to that provided by the United Kingdom's data protection laws, we put in place legally appropriate safeguards to require the protection of your personal data. You can request details of those safeguards by contacting our [INFORMATION OFFICER](#).

## How long will we keep your personal data for?

We keep your personal data for as long as is necessary:

- for Our basis as specified in this Privacy Policy, and
- to address relevant legal, tax or accounting requirements, including potential claims by and against us

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the data, the potential risk of harm from unauthorised use or disclosure of that data, the purposes for which we process it, whether we can achieve those purposes through other means, as well as legal, taxation and accounting requirements.

You can request more details of how we apply these criteria by contacting our [INFORMATION OFFICER](#). When the need to keep your personal data ends, we either delete or anonymise it.





## How do we keep your personal data secure?

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

## Your legal rights

Under the law, you have the right to:

- **Request access** to your personal data (commonly known as a “data subject access request”). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
- **Request correction** of your personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.
- **Request erasure** of your personal data. This enables you to ask us to delete your personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with a legal or regulatory obligation. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.
- **Object to processing** of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.
- **Request restriction of processing** of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios: (a) if you want us to establish the data’s accuracy; (b) where our use of the data is unlawful but you do not want us to erase it; or (c) where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims.
- **Request the transfer** of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format.



- **Withdraw consent** to the processing of your personal data, or to profiling by means of your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent.

If you wish to exercise any of the rights set out above, please contact our [INFORMATION OFFICER](#) by email to the address specified below. You will not have to pay a fee to exercise any of your legal rights as specified above. However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

We may need to request specific information from you to help us confirm your identity and ensure your right to access the relevant personal data (or to exercise any of your other legal rights). This is a security measure we take to help avoid your personal data being disclosed to a person who has no right to receive it.

We may also contact you to ask you for further information in relation to your request to help speed up our response.

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

## Contacting us

We have appointed an Information Officer who is responsible for overseeing questions in relation to this Privacy Policy. If you have any questions about this Privacy Policy, including any requests to exercise your legal rights, please contact our Information Officer using the details set out below.

- **Email address of Information Officer:** [enquiries@brentfordfc.com](mailto:enquiries@brentfordfc.com) and use "Privacy" in the email subject line
- **Postal address of Information Officer:** The Information Officer, Brentford Football Club, 6th Floor, 27 Great West Road, Brentford, TW8 9BW

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK's supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so would request that you contact us in the first instance.

We are a registered data controller in the United Kingdom and our registration numbers are: Brentford Football Club Company Z9101194. Please see the Information Commissioner's Office (ICO) website ([www.ico.org.uk](http://www.ico.org.uk)) 'Register of Data Controllers' for further information.





## Cookie Policy

### What is a cookie?

A cookie is a small text file, often incorporating a unique identifier, that is transferred to your device on behalf of a web-site that you visit. The information in the cookie is set by that web-site's server, and is used by that server whenever you visit the site. This text file stores the information you provide us with and in doing so enables us to, amongst other things, 'remember' you on either for the duration of your visit (session cookies) or for repeat visits (persistent cookies).

Furthermore, this small text file keeps you logged in as you move around the website, effectively letting you move around the website without having to keep reintroducing yourself. This helps us to provide you with a good experience when you browse our website and also allows us to continually improve our website.

We use cookies to track user trends and patterns, which enables us to understand and improve areas of our website that fans find valuable. These cookies are also used to provide more personalised services to you on our website and through other media. Cookies record information about your online preferences, which are then used to tailor our website to your individual preferences.

Most browsers accept cookies automatically, but you can set your browser to prevent this. If your browser's preferences allow it, each website or third party service provider is able to send a cookie to your browser.

### How do we use cookies?

We use the following categories of cookies

- 1. Strictly necessary cookies.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website and to make purchases, if required.
- 2. Analytical/performance cookies.** They allow us to recognise and count the number of visitors and to see how visitors move around our website. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- 3. Functionality cookies.** These are used to recognise you when you return to our website. This enables us to personalise our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- 4. Targeting cookies.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose. You can find more information about the individual cookies we use and the purposes for which we use them below.



## Our Cookie Policy

To make full use of the online shopping and personalised features of our website, your computer, tablet or mobile phone will need to accept cookies.

Our cookies don't store your name, address or payment details: they simply hold the 'key' that, once you're signed in, is associated with this information.

You can find more information about the individual cookies we use and the purposes for which we use them in the tables below, which divide between Our Cookies and Third Party Cookies:

### Our Cookies

Cookie	Category	Purpose
Session Cookies	Strictly Necessary: Functionality	These cookies are used to allow you to add items to your basket, place orders, Wish List functionality and allow us to recognise registered customers and returning users. We may also place cookies to store your language and currency preferences.
<b>Third Party Cookies</b>		
Cookie	Category	Purpose
Google Analytics	Analytical	Google Analytics uses these cookies to discover when you first visited our site, how often you come back, how long you spend shopping and other customer behaviour. The information stored by these cookies can be seen only by the relevant people at our club and Google and never shows any confidential information, we also use Google Analytics to track the performance of our website.
Facebook, Twitter, Google, Bing, Yahoo	Targeting	These partners use cookies to track customer behaviour in order to provide you with personalised adverts when you visit other selected websites. Banner advertising appears on websites which we are affiliated with and we use the information we have gathered through cookies to tailor this advertising to things we think you will like, based on your browsing behaviour on our website.
Facebook, Twitter, Instagram and YouTube	Functionality: Targeting	Social sharing, social login and other social media services we offer are run by other companies. These companies may drop cookies on your computer when you use them on our site or if you are already logged in to them.
AWIN, R3engage, Salesfire, Hotjar, Cloud IQ, SessionCam, Fresh Relevance	Targeting	These partners may use cookies in order to track customer behaviour and identify returning users.
Cloudflare	Functionality	Cloudflare is a software we use to help with Web Security. Cloudflare may use cookies to identify this domain against others domains on the same server.





## Your choices about cookies

You can choose to change your preferences concerning cookies at any time by the following methods:

- **The options available to you through your browser**
  - You can configure your browser so that cookies are saved on your device or so that they are rejected either systematically or depending on their issuer. You can also configure your browser so that you can accept or reject cookies from time to time, before a cookie is likely to be saved on your device. Simply go to your browser's help menu to find out how to change your settings in accordance with your preferences. Some popular examples: Internet Explorer™: <https://support.microsoft.com/en-us/help/17442/windows-internet-explorer-delete-manage-cookies> Safari™: <https://support.apple.com/en-us/HT201265> Chrome™: <https://support.google.com/chrome/answer/95647?hl=en>
- **Your choices concerning online advertising**
  - Refusing cookies will not prevent the display of advertising on the websites you visit. It will only block technologies which tailor some advertising to your perceived interests.

## Checking cookies are enabled on your mobile device:

### *How to check cookies are enabled on IOS Safari*

1. Tap on the 'Settings' application from your home screen.
2. Find and tap on the 'Safari' menu item.
3. Under the 'Privacy & Security' section tap on the 'Block cookies' menu item.
4. Select any option other than 'Always block'.

### *How to check cookies are enabled on Android internet browsers*

1. Tap on the 'Settings' application from your home screen or under 'Apps'.
2. Under the 'Device' section tap on the 'Applications' menu item.
3. Find and tap the 'Internet' menu item.
4. Find and tap the 'Privacy' menu item.
5. Enable 'Accept cookies'.



## Ground Regulations

Notice: Entry to the Ground is expressly subject to acceptance by the visitor of these Ground Regulations and the rules and regulations of FIFA, UEFA, The Football Association, the Premier League and The English Football League (EFL) in respect of the relevant competition and the terms of the Supporter Code of Conduct (if any). The Ground Regulations incorporate the Club's Customer Charter (if any) and the Premier League's Commitment Regarding Abusive and Discriminatory Conduct. Entry to the Ground shall constitute acceptance of the Ground Regulations.

"Club" means this football club.

**"Discrimination Commitment"** means the Commitment Regarding Abusive and Discriminatory Conduct to be adhered to by all those attending the Grounds which can be found on – or accessed via – the Club's website, the Premier League's website, viewed at the Ground or can be provided upon written request to the Club.

**"Football Authority"** means each of the Premier League, The English Football League (EFL) League, The Football Association, the Football Association of Wales, FIFA, UEFA and any other relevant governing body of association football.

**"Ground"** means this football stadium and all locations owned, occupied or utilised by the Club.

"Club" means this football club.

**"Match"** means any association football match (or any part or aspect of such a match) taking place at the Ground.

**"Material"** means any audio, visual and/or audio-visual material and/or any information or data.

**"Supporter Code of Conduct"** means the code of conduct to be adhered to by all those attending the Grounds which can be found on – or accessed via – the Club's website or can be provided upon written request to the Club.

- Notwithstanding possession of any ticket the Club, any police officer or authorised steward may refuse entry to (or eject from) the Ground any person:
  - that fails (or in the Club's reasonable opinion is likely to fail) to comply with these Ground Regulations and/or the Discrimination Commitment and/or the Supporter Code of Conduct and/or any reasonable instruction issued by a police officer or authorised steward or officer of the Club; and/or
  - whose presence within the Ground is, or could (in the Club's reasonable opinion), constitute a source of danger, nuisance or annoyance to any other person.





- On no account will admission be granted to a person:
  - who is the subject of a current Banning Order under the Football Spectators Act 1989 (as amended); or
  - who has been convicted of ticket touting offences under section 166 of the Criminal Justice and Public Order Act 1994 (as amended); or
  - who is the subject of a current sanction under the Discrimination Commitment (as amended from time to time).
- The Club excludes to the maximum extent permitted by law any liability for loss, injury or damage to persons/property in or around the Ground.
- No guarantees can be given by the Club that a Match will take place at a particular time or on a particular date and the Club reserves the right to reschedule the Match without notice and without any liability whatsoever, save only to the extent provided pursuant to paragraph 5.
- In the event of the postponement or abandonment of the Match, refunds (if any) will be made in accordance with the Club's Customer Charter. The Club will have no further liability whatsoever, including (but not limited to) any indirect or consequential loss or damage, such as (but not limited to) loss of enjoyment or travel costs.
- All persons seeking entrance to the Ground acknowledge the Club's right to search any person entering the Ground and to refuse entry to or eject from the Ground any person refusing to submit to such a search.
- The following articles must not be brought within the Ground - knives, fireworks, smoke canisters, air-horns, flares, weapons, dangerous or hazardous items, laser devices, bottles, glass vessels, cans, poles and any article that might be used as a weapon and/or compromise public safety. Any person in possession of such items will be refused entry to the Ground.
- Further, you may not bring into the Ground:
  - any sponsorship, promotional or marketing materials save in respect of official club merchandise and/or other football related clothing worn in good faith;
  - any flags or banners larger than those maximum dimensions permitted by the Club from time to time (or, in the absence of such stipulations, 2 metres x 1 metre) and/or of an offensive nature;
  - nor may you offer (either free or for sale by any person) any goods (including literature) of any nature, without the express written approval of the Club's management.
- The use of threatening behaviour, foul or abusive language is strictly forbidden and will result in arrest and/or ejection from the Ground.
- Racial, homophobic or discriminatory abuse, chanting or harassment is strictly forbidden and will result in arrest and/or ejection from the Ground.
- The following acts constitute prohibited activity under the Discrimination Commitment:
  - Any conduct, act or statement, whether express or implied, that is abusive insulting, intimidating or offensive; or



- Any conduct, act or statement, whether express or implied, that is discriminatory by means of race, religion or belief, gender, sexual orientation, disability, colour or national or ethnic origin; or
- Any other activity in contravention of the Discrimination Commitment.

Any individual found to have engaged in prohibited activity under the Discrimination Commitment may be subject to a ban from all Matches and all other association football match (or any part or aspect of such a match) taking place at all other Premier League stadia in accordance with the Discrimination Commitment.

- The following acts are offences under the Football (Offences) Act 1991 (as amended):
  - The throwing of any object within the Ground without lawful authority or excuse.
  - The chanting of anything of an indecent or racist nature.
  - The entry onto the playing area or any adjacent area to which spectators are not generally admitted without lawful authority or excuse.

Conviction may result in a Banning Order being made.

- All persons entering the Ground may only occupy the seat allocated to them by their ticket and must not move from any one part of the Ground to another without the express permission or instruction of any steward, officer of the Club and/or any police officer.
- Nobody may stand in any seating area whilst play is in progress. Persistent standing in seated areas whilst play is in progress is strictly forbidden and may result in ejection from the Ground.
- The obstruction of gangways, access ways, exits and entrances, stairways and like places is strictly forbidden. Nobody entering the Ground shall be permitted to climb any structures within the Ground.
- Premier League stadia are smoke-free and smoking or the use of electronic cigarettes is not permitted inside the Ground.
- Mobile telephones and other mobile devices are permitted within the Ground PROVIDED THAT (i) they are used for personal and private use only (which, for the avoidance of doubt and by way of example only, shall not include the capturing, logging, recording, transmitting, playing, issuing, showing, or any other communication of any Material for any commercial purposes); and (ii) no Material that is captured, logged, recorded, transmitted, played, issued, shown or otherwise communicated by a mobile telephone or other mobile device may be published or otherwise made available to any third parties including, without limitation, via social networking sites.





- Under the Sporting Events (Control of Alcohol etc.) Act 1985 (as amended), the following are offences for which a person can be arrested by a police officer and conviction could result in a Banning Order being made:
  - Attempting to enter the Ground or being inside the Ground whilst drunk;
  - Being in possession of any intoxicating liquor, or bottle, can or other portable container and which could cause damage or personal injury, when entering the Ground or in a public area of the Ground from which the event can be directly viewed.
- Any individual who has entered any part of the Ground designated for the use of any group of supporters to which he does not belong may be ejected from the Ground either for the purposes of his own safety or for any other reason.
- Save as set out in paragraph above, no person (other than a person who holds an appropriate licence) may capture, log, record, transmit, play, issue, show or otherwise communicate (by digital or other means) any Material in relation to the Match, any players or other persons present in the Ground and/or the Ground, nor may they bring into the Ground or use within the Ground (or provide to, facilitate or otherwise assist another person to use within the Ground) any equipment or technology which is capable of capturing, logging, recording, transmitting, playing, issuing, showing or otherwise communicating (by digital or other means) any such Material.
- The copyright, database rights and any other intellectual property rights in and to all Material that you produce at the Ground in relation to the Match, any players or other persons present in the Ground and/or the Ground (whether produced in breach of paragraph above, or pursuant to paragraph above, or otherwise) is hereby assigned (including by way of present assignment of future copyright pursuant to section 91 of the Copyright, Designs and Patents Act 1988) to the Club and the Premier League. You further agree (if and whenever required to do so by the Club and/or the Premier League) to promptly execute all instruments and do all things necessary to vest the right, title and interest in such rights to the Club and the Premier League absolutely and with full title guarantee.
- No goods (including literature) of any nature may be offered either free or for sale by any person within the Ground without the express written permission of the Club.
- Tickets are not transferable and may not be offered for sale without the prior written permission of the Club or otherwise in accordance with the relevant ticket terms and conditions. Any tickets that are transferred are transferred subject to these Ground Regulations. Any tickets offered for sale may be confiscated by any steward, officer of the Club or any police officer. The Club reserves the right to refuse admission to or eject from the Ground, and/or "blacklist", any person who has offered for sale or transferred his/her ticket in contravention of the relevant ticket terms and conditions (and/or the holder of any ticket that has been transferred in contravention of the relevant ticket terms and conditions). Tickets remain the property of the Club at all times.
- CCTV cameras are in use around and in the Ground. Body worn video cameras recording video and/or audio may also be used as appropriate, to record images or audio which identifies you as an individual, for example to record prohibited behaviours as referenced in paragraphs 9, 10 and 11. The Club may



itself use or pass to the police or any Football Authority or other clubs, any recordings for use in any proceedings. Please read the Discrimination Commitment data protection notice on the Club's and Premier League's website relating to this use of your personal information.

- At all times whilst present in the Ground, persons must comply with any and all instructions of any steward or officer of the Club and/or any police officer (including without limitation any instructions regarding health and safety such as those in respect of communicable diseases (and such persons shall comply with any government guidelines in respect of the same)). Failure to comply with any instruction may lead to immediate ejection from the Ground.
- By entering the Ground, all persons are acknowledging that photographic images and/or audio, visual and/or audio-visual recordings and/or feeds (and/or stills taken therefrom) may be taken of them and may also be used, by way of example and without limitation, in televised coverage of the game and/or for promotional, training, editorial or marketing purposes by the Club, the Premier League or others (including commercial partners and accredited media organisations) and entry into the Ground constitutes consent to such use. You further acknowledge that photographic images and/or audio, visual and/or audio-visual recordings and/or feeds (and/or stills taken therefrom) may be used (by the Club or by a third party, such as a law enforcement body) to identify you as an individual, where permitted by data protection laws, for the purposes of preventing or detecting crime, or any breach of these Ground Regulations. Information about the Club's use of your personal data will be brought to your attention by the Club (see for example any applicable privacy policy, signage and/or other forms of announcement in or around the ground). For further information please contact the Club.
- All ticket holders agree that the Matches for which the tickets have been purchased are public, and that their appearance and actions inside and in the perimeter of the Ground where a Match occurs are public in nature, and that they shall have no expectation of privacy with regard to their actions or conduct at Matches.
- Further to paragraph, if such person is under 18 years of age, the parent, guardian, or responsible adult who is accompanying them into the Ground shall be deemed to have provided consent on their behalf.
- Before entering the Ground you may be asked to undertake temperature checks and/or any other testing regarded as prudent in order to safeguard against COVID-19 risk. Please read the Data Protection Notice on the Club's website relating to this use of your personal information.
- **Refused entry to (or ejection from) the Ground may lead to further action by the Club including, but not limited to, the withdrawal of any season ticket (without reimbursement), Club Membership and other benefits. Please read the applicable Terms & Conditions of Entry.**

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## Prohibited Items

We strongly advise supporters not to bring bags of any type into the stadium.

If you do bring a bag you will need to have it searched.

## WHAT CAN I BRING INTO THE STADIUM?



Small compact cameras

(must be able to fit in a pocket)



Small foldup Umbrellas



Small Bags

10L or  
34cm x 24cm x 11cm  
13.5 x 9.5 x 4.5 inches



Non-offensive flags or banners  
2m x 1m or less

(No sticks or poles and must meet fire regulations)



Clear plastic bottles of water 500ml or less



Merchandise purchased in Club Store carrier bags



Essential childcare items



Essential health related medication items



Crutches / Walking Aids  
(for us to ensure that your visit is as safe and smooth as possible, and your seats are suitable for your needs, Please email us at [accessibility@brentfordfc.com](mailto:accessibility@brentfordfc.com) before attending the game)

## WHAT CAN'T I BRING INTO THE STADIUM?



Alcohol



Canned Drinks



Laptops



Computer Tablets



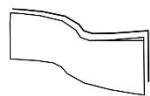
Large bodied cameras



Drinking Glasses



Glass Bottles



Flags or Banners larger than 2m x 1m or of an offensive nature



Dark plastic bottles and/or dark liquid



Water in excess of 500ml



Air Horns



Baby Buggies  
Prams



Video recording equipment



Smoke Gas Canisters



Umbrellas



Knives  
Weapons



Large Bags or Suitcases



Fireworks  
Flares



Tools



Poles or Sticks



Musical Instruments



Food items are allowed into the stadium as long as they fit in a small bag. Large rucksacks will not be allowed but small backpacks can be brought into the stadium (for guidance, the maximum size allowed is a 10L rucksack, with dimensions 34cm by 24cm by 11cm (13.5 by 9.5 by 4.5 inches).

There are water fountains inside the stadium with a reusable cup system for those that don't want to bring along a small plastic bottle. Please note that any misuse of bottle lids as missiles will result in ejection from the ground and will risk a stadium ban.

Sikh visitors to the stadium will be permitted access with a Kirpan, provided that the blade length is no more than four inches and it is safely secured in a sheath and concealed beneath clothing. Sikhs wearing a Kirpan are encouraged to declare it and undergo searches as required by stewards.

There is no left luggage service available at the stadium on matchdays and it is not possible to leave any suitcase, large holdall or pushchair/baby buggy anywhere at the stadium. Motability scooters can be brought into the stadium for fans sitting in wheelchair spaces but there are no other storage facilities available at the stadium.

Essential childcare items and health related medication items such as inhalers, epi-pens and blood sugar testing kits are allowed into the stadium. Please bring them in as small a bag as possible so that it is quick and easy to search at the turnstile.

For any larger items like crutches, please email details to [accessibility@brentfordfc.com](mailto:accessibility@brentfordfc.com) with details of the items so that we can ensure that security are aware in advance of the need to bring the items in.

All items will be searched on entry to the stadium.

## **Brentford FC Charity Policy**

Brentford Football Club will only accept charity requests that come in writing on headed charity notepaper or with an accompanying letter from the appropriate charity. Brentford FC receives dozens of requests every month for tickets or merchandise to raise funds for charity.

The Club is committed to working with the local community, in partnership with Brentford FC Community Sports Trust, and supporting charities wherever possible. However, due to the number of requests received, it is not possible to answer every request in a positive manner. The Club identifies a number of key charities to support at the start of each season and it may not be possible to support others not on that list.

Signed merchandise such as shirts are also given but these are very limited in number and only available at certain times of year. Priority is given to local charities and to Brentford supporters performing acts for charity. It is not possible to facilitate bespoke signed products.





A letter requesting support should include as many details as possible about the charity and what assistance the Club can provide. The Club will try to reply to all requests but not all will be successful. A request is likely to be turned down if it is not from a local charity or organisation, if the charity or organisation has already had support from the Club in the past 12 months or if the Club's limit on charitable donations in a particular period has been reached.

**Requests should be sent via email to [supporterservices@brentfordfc.com](mailto:supporterservices@brentfordfc.com)**

Brentford FC will allow a small number of charity bucket collections at the Gtech Community Stadium - these must be pre-arranged and agreed with the Club.

It is not possible to give away merchandise and souvenirs but a wide selection is available to purchase [here](#).