



BHAFC CLUB CHARTER

The Club Charter (as may be published from time to time on the Club's website) is hereby incorporated in, and forms part of, the Ground Regulations

Version: August 2026

CONTENTS

1 WELCOME TO BRIGHTON & HOVE ALBION FOOTBALL CLUB

2 MATCHDAYS AT THE AMEX

- American Express Stadium
- Stadium Plan
- Entry Methods and Requirements
- Children
- Matchday Accessibility for Disabled Supporters
- Matchday Schedule
- Here to Help!

3 TRAVELLING TO THE AMEX

- Free Matchday Travel
- Travel Levy
- Disabled Supporter Information

4 TICKETING

- How to Buy
- Ticket Touting
- When to Buy
- Purchasing Criteria
- Memberships
- Ticket Prices
- Season Ticket Holders
- 1901 Club Holders
- Disabled Supporters
- What to Do If You Can't Attend a Match

5 EQUALITY, DIVERSITY AND INCLUSION

- Club Responsibility
- Complaints and Compliance

6 ACCESSIBILITY AND SAFEGUARDING

- Accessibility
- Safeguarding
- Reporting Misconduct

7 SAFETY AND SECURITY

- Sanctions and Bans
- Behaviour Guidelines

8 SUPPORTER ENGAGEMENT

- Fan Advisory Board
- Official Supporters' Clubs
- Social Media Channels

9 MERCHANDISE AND THE RETAIL MEGASTORE

- Club Megastore
- Online Store
- Churchill Square
- Merchandise

10 DATA PROCESSING

11 SUSTAINABILITY

12 BHAFC FOUNDATION

- Programmes and Impact
- Vision and Values

13 COMPLAINTS

14 HOW TO CONTACT US AND FAQs

WELCOME TO BRIGHTON & HOVE ALBION FOOTBALL CLUB

Brighton & Hove Albion Football Club was established in 1901. It was then and remains a source of civic pride in the City of Brighton and Hove. It aims to enhance the image and increase national awareness of the City by:

- Playing professional football at the highest possible level.
- Managing the Club professionally to ensure a sustainable future for top class sport within the City.
- Representing and caring for the interests of its supporters and the vibrant and diverse community of Brighton and Hove by encouraging involvement through liaison and consultation groups.
- Developing the potential of young people seeking to achieve sporting excellence.
- Expanding the important work of Brighton and Hove Albion Foundation, creating opportunities for young people who are disadvantaged or who have special needs, to learn and to take part in sport.
- Providing a facility which will attract visitors to the City and create education, training and employment opportunities.
- Developing opportunities that recognise and reflect the needs of different community groups in the City.
- Providing additional places to play and opportunities to improve standards from grass roots to specialised coaching.
- Promoting an understanding of the value to the wider community of sport with accessible and affordable community spectator facilities, creating top level spectator and participator experience.
- Enhancing and promoting the place of football in our City's heritage and culture, and in the pursuit of sporting and civic values; through partnerships across the commercial, public and education sectors.

Values play a pivotal role in the success of the Club. Our values aren't just a list of words we expect our people to learn, but a set of filters through which we deliver to each other, our fans, our partners and our sponsors. The values are as follows:

- Treat people well
- Exceed expectations
- Aim high
- Act with integrity
- Make it special
- Be fan focused

Within this document, supporters will find key details for attending Matchdays at American Express Stadium, including details of the Club's ticketing policy and Sanctions Policy, as well as information on how to make the most out of their Matchday experience.

This document also details the Club's approach to supporter engagement and communication. It outlines our principal commitments and policies to ensure transparency and accountability.

Capitalised terms within this Club Charter are defined within the Home Match Ticket Terms & Conditions (Season 2026/27).

2 MATCHDAYS AT THE AMEX

The information on the following pages are provided as a guide for all visitors attending a Match at the Amex. For full details regarding Matchdays at the American Express Stadium, please visit our website at:

<https://www.brightonandhovealbion.com/pages/en/amex-matchday>

AMERICAN EXPRESS STADIUM

Known as the Amex, the American Express Stadium represents the heart of the community, bringing football fans together on a Matchday, as well as playing host to other sporting, corporate and charity events for the Brighton & Hove Albion Foundation.

The Amex can be found at Village Way, Brighton, BN1 9BL. It has a capacity of 32,176 for supporters and visitors on a Matchday.

We advise all supporters and visitors on a Matchday to familiarise themselves with the Club's regulations, terms and conditions and policies which can be found here:

<https://www.brightonandhovealbion.com/pages/en/entering-the-amex>

<https://tickets.brightonandhovealbion.com/screenloader.aspx?type=include&page=usercontent/documents/html/tandc.html>

STADIUM PLAN



OUTSIDE THE STADIUM

Outside the Stadium you will find live music, performers, entertainment, prizes, and giveaways to truly enhance your matchday experience at the Amex.

The Heineken Fanzone at the Terrace will be available on a matchday offering an unrivalled pre-turnstile and post-match experience. For more information, please visit:

<https://www.brightonandhovealbion.com/pages/en/heineken-fanzone>



INSIDE THE AMEX

The Amex offers a wide range of food, drink and dining options for supporters on a matchday. Full details can be found here:

<https://www.brightonandhovealbion.com/pages/en/inside-the-amex>

The Amex has designated family areas located in the East Stand and North Upper Stand. The designated family sections at the Stadium are coloured pink on the stadium plan. To qualify for a seat in this area there must be at least one under 18 ticket booked and no more than two adults may accompany one under 18. Adults who are seated in this area are required to ensure that they assist the Club in maintaining a friendly environment free from foul and abusive language.

The Club operates a safe standing section in some parts of the North Stand and are clearly labelled when purchasing seats online.

As required by the Premier League, the Club makes up to 3,000 tickets available for supporters of the away team for Premier League games and friendlies. However, for cup games this number may increase.

ENTRY METHODS AND REQUIREMENTS

Supporters can access the Amex using their mobile ticket. If you have any issues downloading a mobile ticket, please visit the Ask Albion page in the first instance:

<https://tickets.brightonandhovealbion.com/screenloader.aspx?type=include&page=usercontent/documents/html/askalbion.html>

CHILDREN

Children under 14 must be accompanied by an adult (over 18) to enter the Stadium and must possess a valid ticket.

All accompanying adults are required to provide appropriate supervision of the children in their care at all times.

MATCHDAY ACCESSIBILITY FOR DISABLED SUPPORTERS

At Brighton & Hove Albion we are committed to ensuring that the Amex is inclusive and welcoming for all supporters who visit us. Accessibility is a fundamental priority, and we are dedicated in our mission to create an environment where everyone can fully participate and enjoy their football experience. We work continuously to remove barriers and to support the diverse needs of all of our supporters and guests on a matchday.

Details of our provision for Disabled Supporters along with information on tickets, parking, transport and a Stadium map showing all accessible points and routes can be found in our Accessibility Guide.

For full details about the accessibility of the Amex, please see the website at:

<https://www.brightonandhovealbion.com/pages/en/amex-accessibility>

If you have any other specific queries, please can contact our Disability Liaison Officer Katie Haines at supporter.services@brightonandhovealbion.com.



MATCHDAY SCHEDULE

The following schedule is typical for a Saturday, 3pm kick-off and gives you a good idea of the range of activities and timings ahead of a league game at the Amex. Timings will vary for different kick-off times and are subject to change.

For those looking for a pre- or post-match pint and a bite to eat, The Terrace can be found opposite the North Stand, with its entrance across from the Club Megastore.

To ensure you make the most of your day at the Amex consult our travel guide ahead of your journey and visit our website for details of specific matchday activities for the game you plan to attend.



Typical pre-match times for a 3pm kick off are set out below:

11am	<i>Ticket office and Megastore open</i>
11.30am	<i>The Terrace opens for those who want to arrive early and potentially watch any early games prior to Club's game in the comfort of our supporters' bar</i>
12.30pm	<i>1901 Club lounges open to members and their guests</i>
1pm	<i>Fanzone activities begin</i>
1pm	<i>Turnstiles and concourses open</i>
2.15pm	<i>Activities in the Fanzone finish</i>
2.20pm	<i>Players take to the field to warm up</i>
2.30pm	<i>Last orders in the bars in the Fanzone</i>
2.45pm	<i>Players return to the dressing room for final instructions and last stretches</i>
2.50pm	<i>Players enter the tunnel ready to take to the field</i>
3pm	<i>Kick-off</i>
Half-Time	<i>During the interval we have a variety of pitch-side interviews and occasional on-pitch activities to keep you entertained.</i>
Post-Match	<i>The Terrace and the North Stand concourse are open after the final whistle serving a wide selection of drinks for those who want to stay at the Stadium and watch the late afternoon game. The Club Megastore is open post-match, though timings will vary.</i>
	<i>The majority of the 1901 Club lounges close 90 minutes after the final whistle, with one or two lounges remaining open until slightly later.</i>

HERE TO HELP!

On a matchday our friendly 'Here to Help' team are dotted around the Ground and are available to assist fans and visitors with any queries or support they might need. You will recognise them from their pink tabards!

3 TRAVELLING TO THE AMEX

The following information is provided as a guide. Full details on getting to and from the Amex can be found here:

<https://www.brightonandhovealbion.com/pages/en/amex-travel>

For up-to-date matchday news, follow us on X/Twitter at:

[Brighton & Hove Albion Supporter Services \(@OfficialBHAHelp\) / X](#)

FREE MATCHDAY TRAVEL

For all Premier League games at the Amex, the Club offers home and away fans free travel on buses and trains within the free travel zone. Please see the website for full details. For Southern timetables, please visit southernrailway.com.

You can use your matchday ticket, season ticket, or proof of matchday ticket purchase to use most services 3.5 hours prior to kick off and 3.5 hours after the final whistle.

Free travel services for other kick-off times will vary accordingly. Details of the bus and rail services that can be used for home matches at the Stadium free of direct charge are listed below.

TRAVEL LEVY

A travel levy is applied to all Season Ticket and Ticket Holders for Premier League games. The benefits to all Ticket Holders will be inclusive, subsidised bus or train travel within the dedicated zone, and use of the Club's park & ride scheme.

Subsidised travel for matches outside the Premier League will be decided on a game-by-game basis. For a full travel guide please visit:

<https://www.brightonandhovealbion.com/pages/en/amex-travel>

DISABLED SUPPORTER INFORMATION

All available travel options are fully accessible to Disabled Supporters. The trains and buses are equipped to accommodate wheelchair users, and you will be given priority parking at the park and ride sites. There are a limited number of disabled supporter parking spaces available which can be pre-booked by calling 01273 668855 (option 1), or you can book disabled parking (subject to availability) at tickets.brightonandhovealbion.com.

Matchday parking is made available on the first day the specific match goes on sale.

For more information please visit:

<https://www.brightonandhovealbion.com/disabled-supporters>

Note: All travel operations may vary for cup, friendly and non-first team matches and other Stadium events. Please ensure you visit our Club website or contact Supporter Services prior to travelling, for specific event information.

4 TICKETING

All Tickets purchased for matches at the Amex are subject to ticketing terms and conditions which can be found online here:

<https://tickets.brightonandhovealbion.com/screenloader.aspx?type=include&page=usercontent/documents/html/tandc.html>

The information provided below is a brief guide of the Club's ticketing processes. Please see the Club's website for more details, including information on Season Tickets, pricing and selling criteria at:

General admission: <https://tickets.brightonandhovealbion.com/>

Hospitality: <https://tickets.brightonandhovealbion.com/hospitality>

HOW TO BUY

Tickets to Matches for the 2026/2027 season will be sold exclusively through the Club's website only. Tickets will not be available in person or over the telephone.

Purchasers will have to register a digital account with the Club before they are able to make a purchase.

TICKET TOUTING

The Club does not sell Tickets through third-party providers. Any Tickets that are found on unauthorised ticket websites will be cancelled without refund. Those found to be ticket touting can expect a lengthy sanction in line with the Club's Sanction Policy referred to herein For more information on ticket touting, please see here:

<https://tickets.brightonandhovealbion.com/screenloader.aspx?type=include&page=usercontent/documents/html/ticket-touting.html>

WHEN TO BUY

All on sale dates for Matches can be found on the respective sale pages on the Club's website at:

<https://tickets.brightonandhovealbion.com/>

PURCHASING CRITERIA

For each Match, supporters purchasing any number of Tickets must be eligible for purchase. The criteria for purchase will be set out under the description of each Match on the website when they first go on sale. By way of example, the criteria would replace the wording 'on general sale now' in the below picture. As this match is on general sale, there is no criteria to meet for purchase:

Sat 15 Aug 3:00 PM	 	Albion v Bologna Men's Friendly American Express Stadium	BUY
Matchday Pricing (Zones A, B, D, E & F): Adult: £15.00 66+/Under 21: £10.00 Under 18: £5.00 Lounge Access: £45.00 On General Sale Now 10 tickets per fan number			MASCOT PACKAGES

MEMBERSHIPS

The Club offers membership schemes which provide a wide range of benefits to Club supporters, including priority ticket access, access to guest allocations and invitations to exclusive events.

Please visit our website for full details on the range of memberships, costs and benefits here:

<https://tickets.brightonandhovealbion.com/memberships>

TICKET PRICES

Ticket prices for general admission tickets can be found here:

<https://tickets.brightonandhovealbion.com/screenloader.aspx?type=include&page=usercontent/documents/html/matchticketpricing.html>

Ticket prices for matchday hospitality tickets can be found here:

<https://tickets.brightonandhovealbion.com/hospitality>



SEASON TICKET HOLDERS

The Club makes Season Tickets available on an annual basis. Full details are available on the Club's website.

Season Ticket holders are reminded that they must use their season tickets for 75% or more of the available Home Matches throughout the 26/27 season. Season Ticket Holders are reminded that if they are not able to attend a Match during the Season, they should ensure that Season Tickets are:

- (A) listed on the Ticket Exchange by no later than 2pm on the day before a Match; or
- (B) shared or upgraded up until kick off for the relevant Match.

If they fail to do so, their Season Ticket will be marked as a 'non-attendance' and will count towards their renewal of their season tickets next season. Further details can be found in our ticketing terms and conditions.



1901 CLUB HOLDERS

The 1901 Club offers a premium season ticket membership that includes quality food, premium seats and a community where fans come together to share the excitement of the game and enjoy unparalleled comfort.

1901 Club ticket holders are afforded the benefit to transfer their tickets to guests free of charge via the website.

Details about 1901 Club tickets can be found here:

<https://www.brightonandhovealbion.com/the-1901-club>

DISABLED SUPPORTERS

The Supporter Services team can be contacted in relation to any disability matters via 01273 668855 (option 1) or by emailing our Disability Liaison Officer, Katie Haines, at supporter.services@brightonandhovealbion.com.

Disabled Supporters will be charged the Season Ticket price equivalent to the pricing structure in the area in which they purchase their seat.

Supporters requiring a Personal Assistant must register with the Club prior to booking their Tickets. Disabled Supporters that have an accompanying Personal Assistant and their Personal Assistant are bound by the personal assistant code of conduct which can be found in the link below.

Please visit our accessibility guide below which details the use of Tickets as a Disabled Supporter:

<https://www.brightonandhovealbion.com/amex-accessibility>

WHAT TO DO IF YOU CAN'T ATTEND A MATCH

If you are not able to attend a Match, there are a number of options available to you as a Ticket Holder.

Season Ticket Sharing

Season Ticket Holders for the Men's Senior First Team can share their seat with MyAlbion+ members free of any additional charges. Sharing is also permitted to non-members, with the only cost being the uplift to the standard Match Ticket price.

Full details, including a step-to-step on how to share a Season Ticket to another User, can be found here:

<https://tickets.brightonandhovealbion.com/screenloader.aspx?type=include&page=usercontent/documents/html/seasonticketsharing.html>

Ticket Exchange

If a supporter is no longer able to attend a Men's Senior First Team Match, they can list their Ticket on the Ticket Exchange Platform. Tickets will be made available on this platform for other supporters to purchase once the match has sold out.

How much will I get if my Ticket sells?

Season Ticket Holder

You get 1/19th of your Season Ticket minus a £1 administration fee.

1901 Club Member

You get 1/21st of your 1901 Club Ticket minus a £1 administration fee.

Match Ticket Holder

You get the match ticket price minus a 10% administration fee. Please note, supporters with a matchday hospitality ticket cannot list their Ticket on the Ticket Exchange. Instead, supporters with a matchday hospitality Ticket should contact the 1901 team.

Full details, including a step-to-step on how to list your Ticket on the Ticket Exchange, can be found here:

<https://tickets.brightonandhovealbion.com/screenloader.aspx?type=include&page=usercontent/documents/html/resale.html>

Season Ticket Concession Upgrade

Season Ticket Holders can upgrade their concession Tickets (eg under 21, under 18, under 10 or over 66), for any home league men's match. To upgrade your Ticket you will need to follow the steps below, pay for the difference in price, and then forward the new Ticket to the person who will be using the Ticket for the game.

Full details, including a step-to-step on how to upgrade a Season Ticket, can be found here:

<https://tickets.brightonandhovealbion.com/screenloader.aspx?page=usercontent%2fdocuments%2fhtml%2fticketsharing.html&type=include>

Refunds outside the scope of the above provisions will only be available in very limited circumstances. Please refer to the Club's ticketing terms and conditions for full details. The final decision will be made by the Head of Supporter Services, Jenny Gower for general admission tickets and Chief Commercial Officer, Russell Wood for hospitality tickets.

5 EQUALITY, DIVERSITY AND INCLUSION

The Club adopts a zero-tolerance approach to all abusive, threatening and discriminatory conduct of any kind either in person or online regardless of where such behaviour is exhibited. Any such conduct identified by the Club shall be deemed to be a serious breach of the Club's ticketing terms and terms and conditions of entry.

Any Purchaser and/or Ticket Holder found to have engaged in such conduct can expect their Ticket to be withdrawn in accordance with the Home Match Ticket Terms & Conditions and they can expect to be banned from attending future Matches, in addition to any applicable sanctions under the Premier League's Commitment regarding abuse and discriminatory conduct.

The aim of the Club's Equality and Equal Opportunities Policy is to promote our own equality and diversity objectives and in doing so, help to ensure that everyone is treated fairly and with respect.

CLUB RESPONSIBILITY

All staff and players at the Club have a personal responsibility to uphold its Equality and Equal Opportunities Policy and should abide and adhere to this Policy and to the requirements of the Equality Act 2010. All staff and players are required to treat fellow employees, prospective employees, casual workers, prospective casual workers, players, prospective players, job applicants and customers fairly and impartially. Under the Criminal and Public Order Act of 1994, bullying and harassment may constitute a criminal offence and could be punishable by imprisonment and a fine of an uncapped amount.

The Club will ensure that it treats everyone fairly and with respect and that it will provide access and opportunities for all members of the community to take part in, and enjoy, its activities.

Every staff member, board member, official, spectator, fan and visiting team can be assured of an environment in which their rights, dignity and individual worth are respected, and in particular that they are able to work and watch football in an environment without the threat of intimidation, victimisation, harassment or abuse.

COMPLAINTS AND COMPLIANCE

Brighton & Hove Albion Football Club regards all of the forms of discriminatory behaviour, as unacceptable, and is concerned to ensure that individuals feel able to raise any bona fide grievance or complaint related to such behaviour without fear of being penalised for doing so.

Appropriate disciplinary action will be taken against any employee, member or volunteer, spectator or fan that is found, after a full investigation, to have violated the Equality Policy.

For full details of Club policies and reports, please see here:

<https://www.brightonandhovealbion.com/pages/en/policies-and-reports>

6 ACCESSIBILITY AND SAFEGUARDING

ACCESSIBILITY

The Club is committed to ensuring that the Stadium is inclusive and welcoming for all supporters who visit us. Accessibility is a fundamental priority and we are dedicated in our mission to create an environment where everyone can fully participate and enjoy their football experience. We work continuously to remove barriers and to support the diverse needs of all of our supporters and guests on a Matchday. Further details can be found in our Accessibility Guide on the website here:

<https://www.brightonandhovealbion.com/pages/en/amex-accessibility>



SAFEGUARDING

The Club complies with all government legislation related to safeguarding children and vulnerable people. It complies with all regulatory requirements of the Football Association, Premier League and Women's Super League and works closely with the NSPCC.

The Club believes that it is always unacceptable for a child, young person or vulnerable adult to experience abuse of any kind and recognises it has a responsibility to safeguard the welfare of all children, young people and vulnerable adults through a commitment to the development of a culture and good practice that protects them.

The Club's Children and Young People Safeguarding Policy and Procedure reflects its commitment to ensuring the safeguarding and protection of children and young people. The Policy is supported by all members of the Club and has been approved by the BHAFC board of directors, the BHAWFC board of directors and the BHAFC Foundation board. For full details of the policy please see here:

<https://www.brightonandhovealbion.com/pages/en/policies-and-reports>

REPORTING MISCONDUCT

The Club provides easy access via multiple channels to report safeguarding concerns, inappropriate or discriminatory behaviour, including anonymous text reporting, and reporting to stewards or the police including via the Club's Text Abuse Line which is operated on a Matchday. If you experience or witness abuse please send a full description including seat locations to 07880 196442 (Whatsapp is recommended).

For full details of Club policies and reports, please see here:

<https://www.brightonandhovealbion.com/pages/en/policies-and-reports>

7 SAFETY AND SECURITY

The safety and security of all of our supporters, athletes and staff is our highest priority. The Amex is operated under comprehensive security measures, including trained personnel, surveillance systems, controlled access points, robust processes and policies as well as emergency response protocols.

The Club is committed to providing a safe, enjoyable environment for all, ensuring that all safety standards are met and continuously improved.

We encourage all visitors to the Amex to remain vigilant and to report any concerns to Club representatives immediately.

For full details regarding our safety and security measures, please see the Club's website at:

<https://www.brightonandhovealbion.com/amex-matchday>

SANCTIONS AND BANS

You must be aware of and adhere at all times to the Terms and Conditions of Sale, Ground Regulations and any applicable code of conduct when attending any Match or event at the Amex or at of the Club's other locations. These can be found on the Club's website here:

<https://tickets.brightonandhovealbion.com/screenloader.aspx?type=include&page=usercontent/documents/html/tandc.html>

Failure to make yourself aware of these conditions, and to follow them at all times, may mean that you will be subject to a ban or other sanction in line with the Club's Sanctions Policy. Further details can be found here:

<https://www.brightonandhovealbion.com/pages/en/policies-and-reports>

BEHAVIOUR GUIDELINES

We ask all supporters and visitors to help us keep the Amex one of the safest and most inviting stadiums in English football.

The Club does not tolerate sexual or racial harassment or any other discriminatory behaviour, whether physical or verbal, and will work to ensure that any such behaviour is met with appropriate disciplinary action.

Where anyone, whether a home or visiting supporter, uses discriminatory language or behaviour, the Club will take the steps necessary to eliminate such unacceptable activity. The individual concerned may be subject to a ban by the Club or liable for arrest and the Club will support any subsequent prosecution.

All banners require a valid safety certificate. If planning to bring banners over 150cm x 150cm to the Stadium, supporters are required to obtain authorisation from the Club in advance. To gain authorisation, please email Supporter Services at supporter.services@brightonandhovealbion.com.

The Club adopts a zero-tolerance policy and will notify the police and other authorities where a criminal act has taken place.

8 SUPPORTER ENGAGEMENT

The Club keeps supporters informed and involved at every possible opportunity, in the following ways:

- The Club programme available on a Matchday;
- The Club website at www.brightonandhovealbion.com;
- Through regular consultation with Brighton and Hove City Council, sponsors, local community organisations and other interested parties;
- Regular meetings with its neighbours at a formal Community Stadium Residents' Liaison Group to discuss matters affecting the area and to inform them of forthcoming activities;
- The Fans Advisory Board (FAB)
- Official Supporters' Clubs; and
- Fans Forums.

For the Club's Full engagement plan, please see here:

<https://www.brightonandhovealbion.com/pages/en/policies-and-reports>

FAN ADVISORY BOARD

The Fan Advisory Board are 12 elected fan representatives made up of men's and women's Season Ticket Holders, 1901 Club and MyAlbion+ members.

The FAB provides a structured dialogue between supporters and Club staff, ensuring fans have a voice in key decisions. Representing the interests of the entire fan base, the FAB aim to enhance the Matchday experience at men's and women's matches.

At Men's Senior First Team Home Matches, FAB team are located opposite the entrance to the Club shop, next to the slipway up to the west side of the Stadium.

If you would like to get in touch with the FAB, please email :

FAB website: <https://www.bha-fc-fab.co.uk/>

Club FAB page: <https://www.brightonandhovealbion.com/fans-fan-advisory-board>



OFFICIAL SUPPORTERS' CLUBS

The togetherness of our fan base is vital to the Club's future success. Supporters' Clubs increase our close connection to fans and allow fans themselves to bring their love of Albion together. The Club currently has Official Supporters' Clubs in the local area, Europe, Asia, North America and Australia.

Benefits of becoming an Official Supporters' Clubs:

- Official Supporters' Club certificate and welcome pack
- New personalised Official Supporters' Club logo (will be supplied at point of sign-up)
- Group ticketing access benefits (please see full BHAFC Supporters' Club Agreement for more information)
- Presence on Matchdays at the Amex via Perimeter LEDs
- Access to events hosted by BHAFC
- Opportunity to request access to Club representatives
- Presence of Supporters' Club on the BHAFC website and from time to time in Matchday programmes and other media presence

To check out the groups currently running, visit:

<https://www.brightonandhovealbion.com/club/fans/supporters-club/official-supporters-clubs>

If you're interested in starting up your own Supporters Club, visit:

<https://www.brightonandhovealbion.com/club/fans/supporters-club/form-a-supporters-club/>



SOCIAL MEDIA CHANNELS

Supporters can also stay up to day with the latest Club news including Stadium development, transfer news, interviews and policy changes on our social media channels and website at www.brightonandhovealbion.com Follow us on social media:

You can also follow the Club on it's social media channels:

- X/Twitter: OfficialBHAFC / BHAFCWomen / OfficialBHAIJPN
- Instagram: officialbhafe / bhafevomen / bhafeacademy / bhafe_latam
- Facebook: Brighton & Hove Albion FC
- TikTok: officialbhafe / bhafevomen
- LinkedIn: Brighton & Hove Albion FC
- Threads: officialbhafe / bhafevomen

For up-to-date supporter and Matchday news, follow the Club on X:
[@OfficialBHAHelp](https://twitter.com/OfficialBHAHelp) / X

9 MERCHANDISE AND THE RETAIL MEGASTORE

The Club Megastore is located underneath the North Stand and is clearly visible as supporters and visitors approach from Falmer Station. The following information is provided as a guide, and full details about the store, including opening hours, can be found on the Club's website.

There are lots of brand-new products available in the store and with new products arriving regularly throughout the season there are plenty of reasons to come back and visit time and again!



ONLINE STORE

If you're not able to visit the all new Megastore in person, you can still purchase many items in our online shop. Full details, including our retail terms and conditions, can be found on our website at:

<https://shop.brightonandhovealbion.com/>

CHURCHILL SQUARE

If you are in the City and looking for some Club merchandise, please visit our store located inside Churchill Square Shopping Centre and open 7 days a week!

Address: Unit 95, Churchill Square Shopping Centre, Brighton and Hove, BN1 2TB

MERCHANDISE

The Club carries out its obligations under English Premier League regulations to prevent price fixing in relation to the sale of replica strip. The Club offers refunds on merchandise in accordance with its legal obligations.



10 DATA PROCESSING

The Club is committed to protecting and respecting your privacy. The Club will protect the rights of individuals (data subjects) when data is obtained, stored, processed or supplied to others.

The Club's Privacy Policy (together with the Terms of Use and any other documents referred to in it) sets out the basis on which any personal data will be processed by the Club.

The Club also uses cookies to collect information about use of our website, which is done in accordance with the Cookies Policy which can be found here:

<https://shop.brightonandhovealbion.com/page/cookiepolicy>

Access to the Club's privacy policy can be accessed here:

<https://www.brightonandhovealbion.com/pages/en/privacy-policy>



11 SUSTAINABILITY

The Club is committed to making a difference with our own initiatives both now and in the future. We are proud to have signed up to the United Nations Framework on Climate Change (UNFCC) Sports for Climate Action Framework which commits us to halving our greenhouse gas emissions by 2030 and achieving net-zero by 2040.

'[MyAlbion MyPlanet](#)' sets out the Club's strategy to reduce the environmental impacts from its facilities, operations and supply chain, as well as using our position in football to promote environmental responsibility and support our staff, fans and communities to live healthier more sustainable lives.

For more information about how we have taken already to minimise our environmental impacts, please see here:

<https://www.brightonandhovealbion.com/pages/en/environmental-sustainability>

12 BHA FOUNDATION

BHA Foundation is the official charity of the Club. For more than 30 years, BHAFC has been using the power of football through its Foundation, to engage and inspire people to make good life choices and help reduce inequalities in our local communities in Sussex.

The Foundation delivers award-winning educational and outreach programmes that improve people's wellbeing, supports learning and offers inclusive opportunities for everyone to get active and play football.

PROGRAMMES AND IMPACT

Football is a global game that connects communities and cultures. It has the ability to unite people in a powerful way. For more than 120 years, football clubs have acted as anchor institutions within local communities. Local football clubs offer an important sense of belonging and identity.

But football isn't just a game. It can be a powerful tool to breakdown social, cultural, physical and mental barriers.

The Foundation exists to change lives through football. We recognise football's unique reach and ability to connect and empower people to change their lives for the better. It works together with the community with local partners to deliver some key objectives:

- **Football Participation** - Together, we will increase and diversify participation in football to get more people active.
- **Education and employability** - Together, we will increase educational achievement, life skills and access to qualifications and work
- **Community wellbeing** - Together, we will increase physical and mental wellbeing, reduce inequalities and strengthen local communities.

VISION AND VALUES

BHAFC Foundation is committed to a vision to see lives changed in our communities through the power of football. We believe that we will achieve this by helping people to get active, learn new skills and live well in our communities.

The Foundation is values-driven and guided by the following Brighton values that all staff commit to:

- Treat people well
- Exceeding expectations
- Aiming high
- Acting with integrity
- Making it special
- Be fan focused

For more information about BHAC Foundation, please follow this link:

<https://bhafoundation.org.uk/>

13 COMPLAINTS

It is the responsibility of the Supporter Services department to ensure that we respond to any correspondence within five working days of receipt of such communication. When making a complaint, we will contact you with details of timelines and the process you can expect.

Once a complaint is received, the team will fully investigate the complaint and liaise with the relevant internal parties prior to responding to the complaint.

Should a supporter be unhappy or feel that their matter is still unresolved, then the complaint will be referred to the Supporter Services Managers, Joseph Radley-Martin or Alex Robbins, with a final decision being made by Paul Barber, Chief Executive.

ALTERNATIVE DISPUTE RESOLUTION

If you've been in touch and are unhappy with the resolution, please let us know. If you remain unhappy with any final resolution, we're required to let you know about ADR.

The European Commission now offers a platform for ADR. If you have bought a product or service online, you have the opportunity to settle a dispute out of court using the European Commission Online Dispute Resolution (ODR) procedure. You can find information about ODR on this website <http://ec.europa.eu/consumers/odr/> which is managed by the European Commission.

Issues may then be escalated to the Independent Football Ombudsman:

Address: The Independent Football Ombudsman, Premier House, 1-5 Argyle Way, Stevenage, Hertfordshire, SG1 2AD

Website: <https://www.theifo.co.uk/>

Email: contact@theifo.co.uk

Telephone: 0330 165 4223

14 HOW TO CONTACT US AND FAQs

Should supporters or visitors have any questions prior to their visit to the Amex, the Club encourages the use of our Ask Albion facility found here:

<https://www.brightonandhovealbion.com/pages/en/contact-us>

Split into topics, Ask Albion provides prompts for frequently asked questions as well as a space for you to ask a question that may not already be listed.

If the Ask Albion facility is unable to help you with your query, please contact the Club using the details provided in the link above.

