

	What information we collect	How we use your data	Why we use your information
1	<p>Information that you give us to purchase products or services, whether online, over the phone, or in our club store, including:</p> <ul style="list-style-type: none"> Your contact details including: your name, address, email address; Your card details; The details you provide to open an online account with us. The product / service purchased 	<p>We use this information, including to:</p> <ul style="list-style-type: none"> Process your order; Take payment from or give you a refund; On-board you as a customer; Provide our products and services; Manage and administer our services; Help us ensure that our customers are genuine and to prevent fraud; Send personalised offers or shopping ideas which are based on your shopping habits; Collect debts. 	<p>We use your information where:</p> <ul style="list-style-type: none"> This is necessary to enter into or perform our contract with you. This is necessary to comply with legal or regulatory requirements This is necessary as in the public interest. We have legitimate business interests in managing our business, and in personalising our offers so we are better able to provide products and services to you.
2	<p>Information about the way you use our services including:</p> <ul style="list-style-type: none"> The things that we've provided or you've purchased; When and where you've made the purchases; What you paid and how; Whether you've opened electronic communications from us; Whether you've clicked on links in electronic communications from us; Your marketing preferences. 	<p>We use this information, including to:</p> <ul style="list-style-type: none"> Develop new services based on what we learn from your activity and the activity of other customers; Improve our services and efficiency of service delivery to help us meet your needs and expectations; Identify products and marketing that may be of interest to you; Personalise our service to you: to provide you with, make available, and show you more of the things which interest you, based on your activity and feedback; and Do statistical analysis and research with the purpose of allowing us to better understand the breakdown of our customers, the 	<p>We use your information where:</p> <ul style="list-style-type: none"> We have legitimate business interests in understanding how our customers use our products, services and websites; researching and analysing the services our customers want; and personalising our offers so we are better able to provide products and services to you.

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		products / services being bought, the demographics of those buying our products and services, what attracts our customers to our products and services, where our customers have come from online (such as from links on other websites or advertising banners), and the way in which our website is used by different user groups.	
3	<p>Information when you communicate with us whether in person, through our website or via email, over the phone, through social media or via any other medium, including:</p> <ul style="list-style-type: none"> Your contact details (this may include your social media account if that's the way you communicate with us); The details of your communications with us (including when you sent it, when we received it and where you sent it from (such as our website, via email, through social media)); The details of our messages to you. 	<p>We use this information, including to:</p> <ul style="list-style-type: none"> Answer any issues or concerns; Monitor customer communications for quality and training purposes. Develop new services which is based on the information you provide; Improve our services based on the information and feedback you provide and the information and feedback provided by others; Personalise our service to you to take account of the information and feedback you have provided; Administer a promotion or competition that you have entered into. 	<p>We use your information where:</p> <ul style="list-style-type: none"> This is necessary to enter into or perform our contract with you. This is necessary to comply with legal or regulatory requirements. We have legitimate business interests in understanding and responding to customer feedback; and in personalising our offers so we are better able to provide products and services to you.
4	<p>Information provided as part of your account including:</p> <ul style="list-style-type: none"> Your username; Your password; 	<p>We use this information, including to:</p> <ul style="list-style-type: none"> Provide our services; Manage and administer our systems; 	<p>We use your information where:</p> <ul style="list-style-type: none"> This is necessary to enter into or perform our contract with you. This is necessary to comply with legal or

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	<ul style="list-style-type: none"> Your account settings; Your account preferences; Your email address. 	<ul style="list-style-type: none"> Identify how you'd like to use your account; To communicate with you regarding your account and our services. 	<p>regulatory requirements</p> <ul style="list-style-type: none"> We have collected your consent. This is necessary as in the public interest. We have a legitimate business interest.
5	<p>Information that we collect through your use of our website including:</p> <ul style="list-style-type: none"> Device information such as operating system, unique device identifiers, the mobile network system; Hardware and browser settings; Date and time of requests; The requests you make; The pages you visit and search engine terms you use; IP address. 	<p>We use this information, including to:</p> <ul style="list-style-type: none"> Provide and adapt our services to take account of the technical capabilities of our users; Develop new services based on the information being collected, the behaviours of our users and the technical capabilities of our users; Improve our services to better suit the behaviours and technical capabilities of the users of our service; Identify issues with the website and user's experience of it; Monitor the way our website is used (including locations it is accessed from, devices it is accessed from, understanding peak usage times and analysing what functionality and information is most and least accessed). 	<p>We use your information where:</p> <ul style="list-style-type: none"> We have legitimate business interests in understanding how customers use our website; researching and analysing the services our customers want; improving our services; and assessing the number of visitors, posts, and page views in order to optimise future marketing campaigns.
6	<p>Information that we collect from third party partners and corporate customers which includes:</p> <ul style="list-style-type: none"> Credit reference agencies; Payment processing companies; Your bank; 	<p>We use this information, including to:</p> <ul style="list-style-type: none"> Provide our services; Manage and administer our systems; Take payment from or give you a refund; 	<p>We use your information where:</p> <ul style="list-style-type: none"> This is necessary to enter into or perform our contract with you. This is necessary to comply with legal or regulatory requirements This is necessary as in the public interest.

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	<ul style="list-style-type: none"> • Other entities in our group; • Data brokers. 	<ul style="list-style-type: none"> • Help us ensure that our customers are genuine and to prevent fraud; • Verify our customers' credit histories; • Personalise our service to you by complementing your behaviours and preferences; • Statistical analysis and research into our customer so that we can better understand our customers and allow us to develop and improve our services to meet the needs and preferences of our customers; and • Combine this information with other types of information mentioned above to create a holistic profile of our customers which allows us to make our services more personal and tailored to each customer's preferences and habits. 	<ul style="list-style-type: none"> • We have legitimate business interests in verifying customer details; ensuring debts are paid; fraud prevention and detection.
7	<p>Information that we collect incidentally from other sources or public sources, including:</p> <ul style="list-style-type: none"> • Information available in the media; • Publicly available sources such as the electoral roll; • Information presented on our social media or wider social media platforms including Facebook, Twitter and Instagram; 	<p>We use this information, including to:</p> <ul style="list-style-type: none"> • Maintain market awareness; • Build and maintain social media branding; • Provide security to our sites. 	<p>We use your information where:</p> <ul style="list-style-type: none"> • This is necessary to comply with legal or regulatory requirements • This is necessary as in the public interest. • We have a legitimate business interest in creating holistic profiles of our customers by combining data we hold, with public data, which allows us to make our services more personal and tailored to each customer's preferences and habits.

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	<ul style="list-style-type: none"> Information collected by security systems. 		
8	<p>Information that we collect from individuals representing organisations, including:</p> <ul style="list-style-type: none"> Contact details of individuals working for organisations; Other personal information regarding such individuals. 	<p>We use this information, including to:</p> <ul style="list-style-type: none"> Build relationships with other organisations; Provide marketing communications to these individuals; Improve our services and develop new services based on the preferences and behaviours of these individuals. 	<p>We use your information where:</p> <ul style="list-style-type: none"> This is necessary to enter into or perform our contract with you. This is necessary to comply with legal or regulatory requirements We have a legitimate business interest in developing and maintaining relationships with vendors, partners and other companies, and in dealing with individuals who work for them.
9	<p>Special Categories of Information that you give us or that we receive when using our services:</p> <ul style="list-style-type: none"> Specifying certain dietary requirements that imply specific religious beliefs or medical conditions; Buying certain products that imply specific religious beliefs or medical conditions; Health records; Applications for disability and carer's tickets; Information about your criminal convictions and offences. 	<p>We use this information to:</p> <ul style="list-style-type: none"> Provide our services; Verify our customers' identities and prevent fraud. Assessing eligibility for discounted tickets/and or carer's tickets by reason of your disability. Make decisions about your access to football matches and/or to act on the instructions of a Football Banning Order. 	<p>We use your information where:</p> <ul style="list-style-type: none"> We have your explicit consent to do so; and This is necessary for reasons of substantial public interest. In relation to criminal convictions, we use your information where the relevant authorities have notified us of your arrest at or within the vicinity of a Hibernian football match and/or where you have been issued with a Football Banning Order. and This processing is necessary for the performance of a task carried out in the public interest, and for the purposes of our legitimate interests in ensuring the safety of visitors to our stadium and premises.

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10	<p>Photograph and video images of you which are taken when you attend matches and other events at our stadium, our premises [or at away matches.], including:</p> <ul style="list-style-type: none"> • Photographic images; • Video recordings; • Stills taken from video recordings; 	<p>We use this information to:</p> <ul style="list-style-type: none"> • Promote Hibernian football club, our matches and commercial activities. 	<p>We use your information where:</p> <ul style="list-style-type: none"> • We have a legitimate business interest in making available match footage, which include incidental use of images and footage of those who attend matches; and • We have a legitimate business interest in making available images of our events which include incidental use of images and footage of those who attend such events. • We have collected your consent, if use of your image is more than incidental.
11	<p>CCTV Footage taken within our stadium, our premises, and surrounding streets.</p>	<p>We use this information to:</p> <ul style="list-style-type: none"> • Ensure the safety and security of those within the football stadium and within the surrounding areas of the football stadium. 	<p>We will use your information where:</p> <ul style="list-style-type: none"> • It is necessary for the purposes of our legitimate interests, those of our club store operator, and those of law enforcement agencies in ensuring the safety and security of those attending our stadium and our premises.