

How We Use Your Personal Information

Who We Are?

When we say 'we' or 'us' in this notice we're referring to Royal London Mutual Insurance Society Limited, a company registered in England and Wales (registration number:99064).

How is my personal information used?

Your information will be used in a number of ways including;

Photo Booth collection

- We will collect your email address to send you a link to the Royal London microsite where you can access a copy of your personal GIF image on match day
- Should you opt in to receiving the Royal London Cricket Newsletter we will use the email provided to send this too
- Should you opt in to allow us to use your GIF image for our own promotional purposes we may include this on www.royallondoncricket.com, external newsletters and Royal London cricket Twitter (@RL_Cricket) and Facebook (@RoyalLondonCricket)

Ticket Winners

- We will use your email address to contact you to notify you of your prize and to organise delivery
- We will ask you to provide an address for the cricket tickets to be sent to

Interval activity participants

- Your name and email address will be shared with "Fuse" our trusted partner who will contact you about the Royal London Moments interval activity, which takes place at each England men's one-day international

Activation Booth Prize Winners

- We will use your email address to contact you to notify you of your prize and make arrangements for you to receive your prize
- Your name and email address will be shared with "Fuse" our trusted partner who will contact you to notify you of your prize and make arrangements for you to receive your prize
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How long will you hold my personal information?

We'll keep a copy of your personal GIF image on the Royal London microsite for six months, whereby after that date, it will be removed.

If you have chosen to receive our cricket newsletter, your email address will be held on file for as long as you are a subscriber and your email address will also be used to send you a link to our microsite. Once these purposes are no longer required, your email address will be removed from our records.

How will my personal information be shared?

Your information will be used by employees of Royal London, who work on the Royal London cricket programme. In addition to our own staff we share your information with FUSE who are our promotional partner and Noonah who provide the technology for your personal video experience.

Royal London Newsletter

You have the right to stop receiving the Royal London Cricket newsletter at any time. All you need to do is to unsubscribe when you receive it or contact us at the email address below.

What are my rights?

If you wish to use any of your rights under the data protection laws, please contact us.

For example, you might want to access a copy of your information, or to request us to remove your video experience and or email address from our records, or from promotional literature, if you have provided consent for it to be used, or you may want a copy of this Privacy Notice. You should contact our Data Protection Officer by email at **GDPR@royallondon.com** or by post to **Royal London, Royal London House, Alderley Road, Wilmslow, Cheshire, SK9 1PF**.

You also have the right to contact the Information Commissioner`s Office if you have any concerns how your personal information is being used. However, we would ask that you contact us in the first instance so to allow us to address any concern or answer any questions you may have.