Sheffield Home of Football — Privacy Policy

Last updated: 7 October 2026 (replaces the version dated 10 July 2026)

Organisation details

1. Sheffield Home of Football (SHOF) is a registered charity in England & Wales (charity number 1204425).

2. The correspondence address is The Company Secretary, Sheffield Home of Football, 171 Greenhill Avenue, Sheffield S8 7TJ. The Data Protection Officer is John Clarke. SHOF handles personal data in line with UK data-protection law (the UK GDPR and the Data Protection Act 2018).

3. SHOF collects and processes data under the lawful basis of **legitimate interests** for general supporter communication, and **contract/consent** where you make a purchase, donation, or event booking. Full details of these lawful bases can be found on the Information Commissioner's Office website. This policy applies if you're a supporter of SHOF (associate member, donor, volunteer, customer) or you visit our website, buy from our shop, make a donation, book a walking tour, email, call, or write to us.

We will never sell your personal data, and we only use it for the purposes set out below.

What personal data we collect

4. Depending on how you interact with us, we may collect: your name, email address, postal address, and phone number (contact form, mailing list, group-walk enquiries); payment and billing details (shop purchases and donations — see "Payments" below); attendee names for guided walks booked via Eventbrite; and Gift Aid declaration details, where you choose to add Gift Aid to a donation.

5. We do not actively seek out sensitive data — information about racial or ethnic origin, political opinions, religious beliefs, trade union membership, health, sexual life, or criminal records. The one exception is if you voluntarily tell us about a mobility need or other access requirement when arranging a walk, so we can plan it properly — we only ever use that to make suitable arrangements for your visit.

Payments

6. Shop purchases are processed by **PayPal** (card, Apple Pay, Google Pay, or PayPal balance), and donations are made through PayPal too (card or PayPal account). Your card details are entered directly into PayPal's own secure checkout — SHOF and its website never see or store

your full card number. PayPal is a PCI-DSS compliant payment processor and acts as an independent data controller for the payment information you give it directly.

7. If you add Gift Aid to a donation, your name, address, and taxpayer status declaration are used solely to reclaim tax from HMRC on your gift, as required by Gift Aid rules.

8. Tickets for our guided walks are sold through **Eventbrite**. When you book a walk, you leave our website and buy your ticket directly on Eventbrite — your name, email, and payment details are collected and processed by Eventbrite under its own privacy policy, not by SHOF. We only receive attendee names to check people in on the day and to contact you about any changes to a walk you've booked.

Contact forms, mailing list, and group bookings

9. When you use the contact form or the group-walk enquiry form (for large parties or accessibility needs), your submission is sent by email to the trustees via **Resend**, an email-delivery service, and is not stored anywhere else on our systems. We use it only to reply to you, add you to communications you've opted into, or arrange your group's visit. If you tell us about a mobility need or other access requirement so we can plan a walk properly, we only use that to make suitable arrangements and don't use it for any other purpose.

10. If you join our mailing list, your email address (and your name, if you give it) is held by **Mailchimp** (part of Intuit), the service we use to send our emails. We use it only to send you news and events from SHOF. You can unsubscribe at any time using the link in any of our emails, or by emailing us, and we'll delete your details from our mailing list within one month of your request.

How the website itself works

11. The website's content (news, museum items, plaques, team, shop listings, events) is managed through **Sanity**, a content-management platform, and the site is hosted by **Vercel**. Neither service is given access to supporter personal data collected through the forms above — that only ever goes to Resend, Mailchimp, Eventbrite, and, for payments, to PayPal.

12. We use two tools to understand how many people visit the site and which pages they read:

- **Vercel Web Analytics** — aggregated and anonymous. It sets no cookies and cannot identify you personally, so it runs for every visitor.
- **Google Analytics** (a Google service) — gives us more detail on visitor numbers and popular pages. Because it sets cookies, it is optional: the first time you visit we ask for your consent, and Google Analytics only runs if you choose "Accept". If you decline, the site works in exactly the same way. Google processes this information as an independent provider under its own privacy terms; it is limited to usage statistics such as pages viewed, approximate location, and device type, and we do not use it to identify you personally.

13. Aside from Google Analytics (above, and only if you accept it), this website sets no cookies of its own. Some features you actively choose to use — the PayPal shop and donation checkouts, embedded YouTube videos, and links out to Eventbrite — are provided by those companies and may set their own cookies when you use them, under their own policies.

Data storage and security

14. Personal data submitted through our forms is held only in email (via Resend, then in the relevant trustee's inbox, hosted with our email provider) — we do not maintain a separate supporter database. Payment, donation, and walk-booking information is held by PayPal and Eventbrite under their own security standards, not on SHOF's own systems. Website content is hosted securely with Sanity and Vercel, both reputable providers with their own data-protection safeguards.

15. Access to any personal data we hold (e.g. in trustee email inboxes) is limited to the Data Protection Officer and authorised trustees.

16. Some of the providers named in this policy (including PayPal, Eventbrite, Resend, Mailchimp, Sanity, and Vercel) are based outside the UK and may process data on servers abroad. Each maintains its own safeguards for this under data protection law. If we change our email provider, cloud services, or any of the third parties named here, we'll update this policy to reflect that.

How we use personal data

17. We use your personal data to communicate with you about SHOF's work, process a purchase, donation, or booking you've made, and for general charity administration. Aggregated, non-identifying statistics (e.g. total supporters, geographic spread) may be shared with trustees as part of normal management, including in reports to the Charity Commission.

18. We will not share your personal information with any other organisation without your permission, except where we're legally required to (for example, HMRC for Gift Aid), or where a third party listed above (PayPal, Eventbrite, Resend, Mailchimp) processes it strictly to deliver the service you asked for.

Your rights

19. You can ask what personal data we hold about you by emailing the Data Protection Officer. We aim to reply within two weeks.

20. You can ask us to delete your data or opt out of communications at any time. Where you opted out, we'll delete your details within one month. Where you were an associate member who has resigned or not renewed, we may retain basic records for three years in case they're needed for a Charity Commission or financial audit.

21. If you're unhappy with how we've handled your data, you have the right to complain to the Information Commissioner's Office (ico.org.uk).

> This policy was rewritten on 10 July 2026 to reflect the charity's current website, payment systems, and website analytics, replacing an earlier version that referred to since-discontinued tools and an offline data-storage method. If you have questions about this update, contact the Data Protection Officer using the details above.