

Versiti

PRIVACY NOTICE IN RELATION TO THE RESEARCH PROJECT: EQUITY IN CRICKET

Youmeus Limited, trading as Versiti, is committed to protecting and respecting your privacy and the security of your personal information. It is important you read this privacy notice so that you are aware of how and why we are using such information.

For details of how the Independent Commission for Equity in Cricket (the “**Commission**”) collects, uses and shares your personal data and your rights in relation to the personal data the Commission holds, please visit: <http://theicec.com/wp-content/uploads/2021/10/ICEC-Privacy-Notice.pdf>.

This privacy notice will inform you as to how Versiti will collect and use personal information about you during and after the research study you are participating in regarding ‘Equity in Cricket’ (the ‘**Research Project**’) and tell you about your privacy rights and how the law protects you.

Data controller

Youmeus Limited, trading as Versiti (“us”, “ours”), is the controller and is responsible for your personal data for this Research Project.

The data we collect from you

We may collect, use, store and transfer different kinds of personal data about you for the purposes of the Research Project, which may include:

- Information about you such as your name, email address, age band, gender and your role in cricket;
- Your views about issues that relate to the Research Project;
- Special categories of data such as your race or ethnicity, religious or philosophical beliefs, sexual orientation or information about your health.

We may also collect, use and share aggregated data such as statistical data for the purpose of the Research Project. Aggregated data is data that could be derived from your personal data but is not considered personal data in law as this data will not directly or indirectly reveal your identity. For example, we may aggregate your gender data to calculate the percentage of same gender participants that hold the same view about an issue raised by the Research Project. If we combine aggregated data with your personal data in a manner that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this Privacy Notice.

How do we collect data from you

We will collect data from you in three different ways:

- (a) through the responses you input in the survey and follow-up stages that you may agree to participate in and that relate to the Research Project.

You may choose to complete the survey anonymously but if you wish to be invited to a follow-up stage of research, we will ask for your name, email address and telephone number so we can contact you. If you do not give us those details, you may not be able to participate in follow-up stages of the Research Project;

- (b) individual interviews conducted by us over the telephone or online; and

(c) though your interaction with our online tool 'Together'.

The data we collect through the survey as part of the Research Project will be anonymised as quickly as possible after data collection so that individuals cannot be identified and so that your privacy is protected.

Legal basis to process your data

We will generally rely on three lawful basis for processing your data as part of the Research Project, as set out in this section.

1. Consent

We will process your personal data (including any special category of data) if you have given us consent to do so.

Your consent will be sought for:

- Participating in the online survey via a link shared by the Commission, the ECB and their networks.
- When you are invited to a follow-up stage of the Research Project and when this is conducted on our online tool 'Together'; and
- When you participate in an online or telephone interview.

The Versiti research team will be overseeing all stages of the study; they will analyse the results of the online survey and they will moderate the Together platform as well as the individual interviews.

2. Complying with a Legal Obligation

We may use your personal data where we need to comply with a legal obligation. This is likely to be limited to events where information you provided raises a safeguarding concern. In that situation, Versiti is under a legal obligation to disclose sufficient personal data to be able to report the incident to the relevant body, including the ECB or a relevant authority e.g. the police.

3. Legitimate Interests

It may be necessary for us to share your personal data and sensitive personal data with our third-party service providers in order to run the Research Project and for the provision of IT, hosting and administration services.

Sharing your data with third parties

We may share your data with:

- a third-party service provider that runs and conducts the survey related to the Research Project;
- Criteria Fieldwork Ltd, a third-party market research recruiter based in the UK, that will contact you on our behalf and invite you to participate in any follow up stages of the Research Project. Criteria Fieldwork will be responsible for obtaining your consent for any participation in those further stages of the research and for sharing the necessary information with us to enable your participation in such.
- service providers who provide IT, hosting and system administration services.

Versiti will not share any of your personal data directly to the Commission or ECB, unless we have to do so in order to comply with a legal obligation as set out above.

We will pass the results of the stages of the Research Project over to the Commission and ECB in the form of an anonymised report which will include aggregated data from the survey. We may include quotations in the report but if these are taken out of your responses to the survey, we will ensure that you are not identified or identifiable.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

How long we keep your data for

Versiti has set retention periods in relation to your data.

Versiti will keep your personal data securely for up to three months after the end of the project, after which time it will be deleted from our systems. This three-month period has been set to allow the project team to be able to contact you, in case they have any follow up questions about the Research Project.

Keeping your 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 will only transfer and store your data in the UK or in EEA countries

Your rights over your personal data

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 the 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.
- **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. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.
- **Request erasure** of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (as set out above), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with the law. 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.
- **Request restriction of processing** of your personal data. This enables you to ask us to suspend the processing of your personal data if: (a) 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; (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; or (d) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

- **Withdraw consent at any time** where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent.

If you want to exercise any of your rights, please email Versiti's Data Protection Officer info@versiti.co.

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

We try to respond to all legitimate requests within one month. Occasionally it could 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.

Verifying your identity

We may need to request specific information from you to help us confirm your identity before processing any request you make under this Privacy Notice. This is a security measure to ensure that personal data is not disclosed to any 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 speed up our response.

Changes to this notice

This Privacy Notice was last updated on 9 November 2021.

If we make any changes to this Privacy Notice, we will notify you (if we have your contact details) and we will post an up-to-date privacy notice on the survey or research platform.

Making a complaint

If you would like to raise a complaint with the UK data protection regulator in relation to how we handle your data, please contact the Information Commissioner's Office (ICO) by visiting their website: <https://ico.org.uk/>.

Youmeus Limited, trading as Versiti, is registered with the ICO under registration number ZA096779.

Contact us

We are always happy to help with any questions or concerns related to this privacy notice. If you would like to get in touch, please contact info@versiti.co.