



## Department for Digital, Culture, Media & Sport Privacy Notice for Events Research Programme

You have agreed to take part in this study being run by the Department for Digital, Culture, Media and Sport to investigate attendee experience of sporting events and adherence to Covid-19 guidance. This study involves completing survey questions about your experience of the safety measures put in place due to Covid-19 as well as your overall experience of the event. You must be over the age of 18 to participate.

### Who is collecting my data?

The Department for Digital, Culture, Media & Sport (DCMS) is the data controller.

### Purpose of this Privacy Notice

This notice is provided within the context of the changes required by the Article 13 & 14 of EU General Data Protection Regulation (GDPR) and the Data Protection Act 2018 (DPA). This notice sets out how we will use your personal data as part of our legal obligations with regard to Data Protection.

DCMS's [personal information charter](#) (opens in a new tab) explains how we deal with your information. It also explains how you can ask to view, change or remove your information from our records.

### What is personal data?

Personal data is any information relating to an identified or identifiable natural living person, otherwise known as a 'data subject'. A data subject is someone who can be recognised, directly or indirectly, by information such as a name, an identification number, location data, an online identifier, or data relating to their physical, physiological, genetic, mental, economic, cultural, or social identity. These types of identifying information are known as 'personal data'. Data protection law applies to the processing of personal data, including its collection, use and storage.

### What personal data do we collect?

The personal data is collected by the ticketing agent. This data includes: First name, last name, address, postcode, date of birth and email addresses. The ticketing agent then shares that data with Combined Intelligence For Public Health Action (CIPHA).

When you take the Covid tests that data will remain within the NHS it will not be shared with any other party.

## **We use personal information here for the Events Research Programme**

The government's publication of 22 February, 'COVID-19 Response – Spring 2021' ('the roadmap'), describes plans to explore when and how events with larger crowd sizes, less social distancing, or in settings where transmission is more likely, will be able to return safely.

The Events Research Programme, announced in the roadmap, will oversee this work, bringing findings from across different settings and different sectors to determine a consistent approach to lifting restrictions on events, in the hope that the government will be able to do so as part of Step 4 of the roadmap.

The Events Research Programme comprises a range of research studies undertaken at pilot events in April and May 2021 to build evidence on the risks associated with coronavirus transmission, the characteristics of events and surrounding activities, and the extent to which mitigation measures can effectively address these risks. The evidence from these studies will be used to inform the government's decision around Step 4 of the roadmap and will shape government policy to bring about the phased return of fuller audiences to venues and events up and down England.

The pilot events will examine a range of factors, including but not limited to: indoor and outdoor settings; small and large venues; seated and standing events; different forms of audience participation; transport to and from events; duration; and ventilation.

### **Your event**

You will be attending the event you are interested in as a participant in a research study within the Events Research Programme. The event has been designated by the Secretary of State as an event that is being permitted for research purposes and therefore not subject to the legal restrictions which would apply to other events under Step 2 of the government's roadmap.

## **What is the legal basis for processing my data?**

To process this personal data, our legal reason for collecting or processing this data is: Article 6(1) e; processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

Admission to the venues implies that you have had a negative Lateral Flow Test result which is classed as health data. The venue relies on the UK.GDPR Art. 9 (2) h. processing is necessary for the purposes of preventive or occupational medicine, for the assessment of the working capacity of the employee, medical diagnosis, the provision of health or social care or treatment or the management of health or social care systems and services on the basis of domestic law or pursuant to contract with a health professional and subject to the conditions and safeguards.

The lawful basis that we rely on to process your personal data will determine which of the following rights are available to you. Much of the processing we do in DCMS will be necessary to meet our legal obligations or to perform a public task. If we hold personal data about you in different parts of DCMS for different purposes, then the legal basis we rely on in each case may not be the same

## **What will happen if I do not provide this data?**

You are free to not take part in the trial.

## **Who will your data be shared with?**

Your data will be shared by the venue with Combined Intelligence For Public Health Action (CIPHA)/Public Health England, who will anonymise all personal data before passing it to the researchers.

## **How long will my data be held for?**

DCMS does not hold any personal data, The researchers will not hold any personal data.

## **Will my data be used for automated decision making or profiling?**

We will not use your personal data for any automated decision making.

## **Will my data be transferred outside the UK and if it is how will it be protected?**

We will not send your data overseas.

## **What are your data protection rights?**

You have rights over your personal data under the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018 (DPA 2018). The Information Commissioner's Office (ICO) is the supervisory authority for data protection legislation, and maintains a full [explanation of these rights on their website](#)

**DCMS will ensure that we uphold your rights when processing your personal data.**

## **How do I complain?**

The contact details for the data controller's Data Protection Officer (DPO) are:

Data Protection Officer  
The Department for Digital, Culture, Media & Sport  
100 Parliament Street  
London  
SW1A 2BQ  
Email: [DCMSdataprotection@dcms.gov.uk](mailto:DCMSdataprotection@dcms.gov.uk)

If you're unhappy with the way we have handled your personal data and want to make a complaint, please write to the department's Data Protection Officer or the Data Protection Manager at the relevant agency. You can contact the department's Data Protection Officer using the details above.

## **How to contact the Information Commissioner's Office**

If you believe that your personal data has been misused or mishandled, you may make a complaint to the Information Commissioner, who is an independent regulator. You may also contact them to seek independent advice about data protection, privacy and data sharing.

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Website: [www.ico.org.uk](http://www.ico.org.uk)

Telephone: 0303 123 1113

Email: [casework@ico.org.uk](mailto:casework@ico.org.uk)

Any complaint to the Information Commissioner is without prejudice to your right to seek redress through the courts.

## **Changes to our privacy notice**

We may make changes to this privacy policy. In that case, the 'last updated' date at the bottom of this page will also change. Any changes to this privacy policy will apply to you and your data immediately.

If these changes affect how your personal data is processed, DCMS will take reasonable steps to let you know.

This notice was last updated on 08/04/2021.