



England and Wales Cricket Board

Privacy Notice – Recreational Game Cricket Survey 2026

The England and Wales Cricket Board Limited (**ECB**) is the national governing body for cricket, the organiser of The Hundred, operates We Are England Cricket Supporters and runs numerous programmes to support recreational cricket.

Under data protection law, we are required to provide you with certain details concerning how your personal data will be used and protected.

Full details of how we use and protect your personal data, as well as your rights in respect of it, are in our Privacy Policy which you can find at www.ecb.co.uk/privacy or by clicking [here](#). A summary of the key points is shown below.

Names of data controller	The England & Wales Cricket Board Limited
Contact details	Mail: England and Wales Cricket Board Lord's Cricket Ground London NW8 8QZ Email: privacy@ecb.co.uk Phone: 020 7432 1200 Website: www.ecb.co.uk
Categories of personal data	The following information is collected but we will not be able to identify you: • Age group • Sex • Gender • Sexual orientation • Ethnicity • Socio-economic Grade (SEG) • Schooling • Long term physical or mental health conditions or illnesses • Sporting interests • Cricket club membership • Cricket injuries • Cricket playing experience / commitment • Volunteering experience / commitment and roles • Other cricket initiative experience / commitment / interests • Player / cricket support satisfaction The following information is collected and may identify you: • Email address if you enter the prize draw • Email address if you select the option to participate in further ECB market research relating to your experiences of using the ECB's recreational digital products

Sources of personal data	You
Automated decisions	None
Purposes of processing	The ECB will process your personal data for the purposes of: • Contacting you about future market research surveys • Reporting of figures and trends in the interest of cricket participation (including equality, inclusion and diversity information); • Fulfilling the award of prizes from the prize draw (where applicable) • Quality and improvement monitoring • Academic research, analysis and publication
Who we will disclose your personal data to	No individual personal data is disclosed although our service provider that helps us with the survey will receive your response, analyse it and provide us with aggregated findings. If you choose to enter the prize draw, our service provider will provide your email address to us to enable us to administer the draw and notify winners. If you select the option to participate in market research relating to your experiences of using the ECB's recreational digital products, our service provider will provide your email address to us to enable us to facilitate your participation in such research. If you consent to allow your responses to be used for academic research, analysis and publication, we may share aggregated non-identifiable data with our research partners.
Legal basis for processing your personal data	The legal basis for the collection and processing of your personal data is: • equality and inclusion: that you have given your explicit consent or that it is in your vital interests. • prize draw administration: to fulfil the contractual requirements of the prize draw. • Academic research, analysis & publication: that you have given your explicit consent • if you select the option to participate in market research relating to your experiences of using the ECB's recreational digital products: your consent. • in all other cases: that it is necessary for our legitimate interests which are to help regulate the sport of cricket, develop and implement cricket initiatives and to ensure, that the reputation of cricket is preserved, this does not prejudice or harm your rights and freedoms.
Your right to withdraw consent	Where you have given your consent to any processing of personal data, you have the right to withdraw that consent at any time. If you do, it will not affect the lawfulness of any processing for which we had consent prior to your withdrawing it.
Location of your personal data	We will keep your personal data within the UK or the European Economic Area.
How long we will keep your personal data for	We will normally keep your data for 2 years from your last engagement with us, after this period, your personal data will be securely deleted. If you have agreed to be involved in future cricket research and surveys, your data will be kept for as long as you choose to remain part of the survey pool. You can change your mind about being involved in market research and surveys at any time.
Your rights in respect of your personal data	You have the right of access to your personal data and, in some cases, to require us to restrict, erase or rectify it or to object to our processing it, and the right of data portability.

Complaints

If you have any concerns or complaints about how we are handling your data please do not hesitate to get in touch by emailing us at privacy@ecb.co.uk or by calling 020 7432 1200. You can also contact the Information Commissioner's Office.