

Tickets Privacy Notice

last updated 25 June 2026

This Ticket Service is provided by the England and Wales Cricket Board Limited (the **ECB**) for itself and as selling agent for those of the Professional County Clubs, Hundred Team Cos and the ICC that choose to sell their cricket match tickets on this Ticket Service (each a **Ticket Seller**).

This Privacy Notice explains how personal data obtained through this Ticket Service is used by the ECB and Ticket Sellers as well as your rights in respect of your personal data, how to exercise your rights and how to contact us.

More information about how the ECB processes personal data in general can be found at www.ecb.co.uk/privacy.

More information about how Ticket Sellers process personal data can be found in the [Ticket Terms and Information Hub](#).

Information about other people

If you provide information to us about any other people, you must give them a copy of this Privacy Notice so that they understand how their information will be used. You should only provide information about them if you are authorised to do so.

Changes to this Privacy Notice

Privacy laws and practice are constantly developing and we aim to meet high standards. Our policies and procedures are, therefore, under continual review. We may, from time to time, update our Privacy Notice. If we want to make any significant changes to the way in which we will use your personal data we will contact you and, if required, seek your consent.

About us

The ECB is the national governing body for cricket in England and Wales and is responsible for the growth of, and participation in, cricket - from grass roots level all the way through to the professional game.

The ECB is behind a number of initiatives to help fans get involved including:

Ticket sales. Selling tickets for matches for itself and as selling agent for those of the Professional County Clubs, Hundred Team Cos and the ICC that wish to sell match tickets on the ECB's Ticket Service

[FIND OUT MORE](#)

Play-Cricket. The online home of recreational cricket. Play-Cricket is designed to help administrators manage their leagues, Competitions, Clubs and Teams whilst allowing access to all the latest scores and statistics for players and their followers

[FIND OUT MORE](#)

We Are England Cricket Supporters. Helps to keep fans informed with news, highlights and behind the scenes content from the England camp

[FIND OUT MORE](#)

All Stars Cricket. A programme for all 5-8 year olds designed to give them their first taste of cricket	FIND OUT MORE
Dynamos. The follow-on programme to All Stars Cricket – a fantastic next step for all those graduating from All Stars Cricket and the perfect introduction for all 8-11 year olds new to cricket	FIND OUT MORE
The Hundred. The ECB is the operator of The Hundred, a competition which ‘Hundred Team Cos’ participate in	FIND OUT MORE

Contact us

The protection of your personal data is important and we encourage you to read this Privacy Notice carefully and those of any of the Ticket Seller whose tickets you obtain through this Ticket Service. Details of where to find these Ticket Sellers’ privacy notices can be found in the [Ticket Terms and Information Hub](#).

You can contact us as follows:

Address: England and Wales Cricket Board Limited, Lord’s Cricket Ground, London NW8 8QZ

Phone: 020 7432 1200

Email address: privacy@ecb.co.uk or by using our [Contact Us](#) form.

If you have any questions or concerns about how the ECB is handling your personal data, you can contact us using one of the methods set out above or you can make a complaint to the Information Commissioner’s Office (www.ico.org.uk).

Sources of personal data

You

Someone else who has purchased or otherwise provided a Ticket for you

Service providers in the ticketing process such as SecuTix and eticket generators

Ticket Sellers whose tickets you have purchased / acquired

ECB records of ECB services you have used

Ticket Seller records that are relevant to Tickets

Venues

Media / broadcasters where the Match attended is recorded or streamed / televised

Social media and fans that provide / publish audio visual materials on social media or otherwise submit it to us

Insurers

Legal and other professional advisers

Regulators

Categories of personal data processed and the legal bases for doing so

for those creating an ECB SSO account (the ECB is the primary controller of ECB SSO account data you provide for the purposes of data protection law)	
The following types of personal data are obtained and shared as shown below	
Data types obtained	Name, email address, date of birth, postcode, gender, postcode, direct marketing preferences, favourite team(s),
Legal basis for obtaining	Consent / explicit consent, or It is necessary to perform our contract with you and / or It is in our legitimate interests being to understand who is using our services and to help us enable seamless use across the ECB's various systems and services.
Who the data is shared with and legal basis for the sharing	With your consent, your name and contact details will be shared with those Ticket Sellers that you have expressed an interest in receiving direct marketing from
	Each Ticket Seller the data is shared with will be a separate and independent controller of the copy of the data they receive.

for those purchasing / receiving / holding / using Tickets		
The ECB is the primary controller of ticket purchase data for Tickets for ECB Matches The relevant Ticket Seller is the primary controller of ticket purchase data for Tickets for Ticket Seller Matches and, as selling agent, the ECB will be a processor for the Ticket Seller		
the following types of personal data are obtained and shared as shown below		
Data types obtained	Name, email address, Ticket details of the Tickets selected and Tickets purchased by or for you, payment confirmation, details of refunds for individual Tickets. Customer support queries, responses and resolutions.	
	If any of the tickets you select on this Ticket Service requires you to provide eligibility information, that information will be reviewed and decisions made:	
	for ECB Matches	for Ticket Seller Matches
	by the ECB	by the Ticket Seller
Legal basis for obtaining	It is necessary to perform the contract for Tickets with you (including dealing with any refunds if applicable) It is in the ECB's / Ticket Seller's legitimate interests to maintain a record of purchases and to ensure eligibility criteria is met	
Who the data is shared with and legal basis for the sharing	Your ticket details will be shared with the relevant Venue on the bases that:	
	It is necessary to perform the contract for Tickets with you (including dealing with any Match day admission) and / or	
	It is in the Venue's legitimate interests to ensure relevant terms (such as Ticket Terms of Sale, Ticket Seller Ticket Terms and Conditions), policies and Ground Regulations are met, crowd control and dealing with issues and incidents.	
Other useful information	Your purchase request will be processed through SecuTix, a ticketing service provider. SecuTix deals with ticket allocation and payments and relays details for tickets to those involved in the approval of concessionary tickets, those dealing with the production of the ticket(s), and those that will deal with admission on Match days. Ticket fulfilment will be carried out as shown below:	

	for ECB matches	for Ticket Seller matches
	by the ECB (details will be in the order confirmation)	by the Ticket Seller (details will be in the order confirmation)

We obtain some information cookies and other tracking technology. We may use third party service providers to do this on our behalf.

You can see our Cookies Notice by clicking [here](#).

Other purposes for processing personal data and the legal basis for doing so

The ECB and/or relevant Ticket Sellers may process personal data for a number of other purposes, which are:

Administration and contract compliance. Administering requests for tickets, dealing with queries, refunds and complaints, ensuring compliance with your Contract for Tickets (including Ticket Terms of Sale and Ticket Service Terms of Use), compliance with eligibility criteria, the applicable Ticket Seller Ticket Terms and Conditions and relevant policies, ground regulations and for safety and security.

Record keeping. Maintaining ECB records including financial receipts and payments, historical records, use of resources, conduct, training and compliance

Commercial activities (including direct marketing). Administration and carrying out ECB commercial activities including those that have been specifically agreed with you / the person obtaining your ticket

Legal bases

Personal data

It is necessary to fulfil the contract that you have entered into or are going to enter into in respect of Tickets from the Ticket Service; and/or

It is in our legitimate interests to maintain records; and/or

It is necessary for compliance with a legal obligation; and/or

Consent (where applicable)

and, in addition for 'special category' data

Explicit consent; or

It is necessary for insurance purposes; and/or

It is necessary for the establishment, exercise and/or defence of legal claims

Anti-corruption and fraud. Monitoring, compliance and enforcement

Legal bases

Personal data and 'special category' personal data

It is in our / Ticket Sellers' legitimate interests and those of other sports to preserve standards in sport; and

It is necessary for the prevention or detection of an unlawful act; and/or

It is necessary for the prevention of fraud; and/or

It is necessary to protect the integrity of sport; and/or

It is necessary for the establishment, exercise and/or defence of legal claims

Quality and improvement monitoring

Reputation. ECB reputation management

Legal bases

Personal data

It is necessary for our legitimate interests and those of others which are to ensure effective use of resources, to address compliance requirements and to ensure they meet the ECB's objectives and the requirements set by any other organisation to which the ECB is subject

and, in addition for 'special category' data

Explicit consent; or

It is necessary for scientific or historical research or statistical purposes; and/or

It is necessary to protect the integrity of sport or a sporting event; and/or

It is necessary for the establishment, exercise and/or defence of legal claims

Security

Legal bases

Personal data

It is necessary for compliance with a legal obligation; and/or

It is necessary for our legitimate interests and those of others which are to ensure effective safety of players, staff, fans and others at our offices, Match and other venues

and, in addition for 'special category' data

Explicit consent; or

It relates to personal data that are manifestly made public by you; and/or

It is necessary for insurance purposes; and/or

It is necessary for the establishment, exercise and/or defence of legal claims

Legal matters. Including dealing with legal claims and disputes.

Legal bases

Personal data

It is necessary to ensure and monitor compliance with the contract that you have entered into or are going to enter into in respect of Tickets from the Ticket Service; and/or

It is necessary for compliance with a legal obligation; and/or

It is necessary for our legitimate interests which are to ensure our business is managed effectively

and, in addition for 'special category' data

Explicit consent; or

It relates to personal data that are manifestly made public by you; and/or

It is necessary to protect the integrity of sport or a sporting event; and/or

It is necessary for the establishment, exercise and/or defence of legal claims

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.

Others who your personal data may be disclosed to

Complainants

Insurers

HM Revenue & Customs

Police and other law enforcement agencies

Local authorities and relevant agencies regarding safeguarding

Professional advisers

Regulators

Courts or tribunals

Government agencies (*where we have a legal obligation to do so*)

Automated decisions using personal data

We do not normally take any solely automated decisions but this Ticket Service is generally an automated service. Our [FAQs](#) page should be able to answer typical queries but we have a [help service](#) should you need it.

Location of your personal data

In most cases, we normally keep your personal data within the United Kingdom or the European Economic Area.

If we transfer your personal data outside of the United Kingdom, we will take proper care to ensure that it is protected in accordance with this Privacy Notice and applicable privacy laws.

Where we use service providers that provide their services in countries that are not deemed to have an adequate level of protection for personal data, we will normally use the United Kingdom approved 'Standard Contractual Clauses' as the legally accepted mechanism to allow the transfer and protect your data protection rights.

How long we keep your personal data for

Normally we retain records for up to 3 years after our last contact with you (*whichever is longer*). There are some exceptions to this such as those shown below.

Anti-corruption data and sanctions

At least 2 years after your engagement with us ends and may be longer, potentially indefinitely, where there is a continued risk

Contract documentation

For 6 years after the Contract ends unless there is a legitimate basis

After this time period we will securely delete your personal data or anonymise / pseudonymise it unless we have a legal basis for keeping it.

In the unlikely event that there is a complaint or incident which involves or affects you, we may keep your personal data for 3 years after the matter is resolved.

Your legal rights in respect of your personal data

You have the right of access to your personal data and, in some cases, to require use is restricted, erased or rectified or to object to it being processed, and the right of data portability. More information about your rights and details of how to exercise them can be found:

For the ECB	for Ticket Sellers
at www.ecb.co.uk/privacy	see the Ticket Terms and Information Hub

Some of these legal rights are subject to exceptions which means that we may be entitled, or required, to refuse to comply with a request

If you have any concerns or complaints about how we are handling your personal data we would prefer you to get in touch with us directly so that we can try to resolve them (see the Contact Us section above for details of how to do this).

You also have the right to lodge a complaint at the Information Commissioner's Office. Details can be found at www.ico.org.uk.