



1. Context and Overview

1.1. Introduction

The Badminton World Federation (“BWF”) needs to collect, store, and use information about individuals. These can include persons within the badminton community (players, their entourage, officials, participants to BWF activities, etc.), and persons from the public.

This privacy policy describes the general principles the BWF will follow when collecting, storing and using personal data. As the BWF collects data for a large variety of purposes, this general data privacy policy is supplemented by specific privacy notices that describe BWF’s use of specific categories of data.

1.2. Why this Policy Exists

This data privacy policy ensures BWF:

- Complies with applicable data protection law and follows good practice;
- Protects the rights of players, members of the BWF community and others;
- Is open about how it stores and processes individuals’ data; and
- Protects itself from the risks of a data breach.

1.3. Data Protection Law

The BWF is an international organization established in Malaysia and subject to Malaysian law. While the 2010 Data Protection Act of Malaysia only applies to commercial transactions, the BWF considers that it is bound by its principles and that they apply when it collects, stores, and uses personal information, whether electronically, on paper or on other material.

In addition, the BWF acknowledges the extraterritorial reach of the EU General Regulation on Data Protection (“GDPR”) in relation to European data subjects. In line with the principles of GDPR, the BWF has designed a uniform set of rules and procedures for European and non-European members of its community. Non-Europeans should however note that not all regulatory recourses may exist for them.

In general, the BWF considers that personal information must be collected and used fairly, stored safely and not disclosed unlawfully. In particular, the BWF endeavours to follow seven principles. These say that personal data must:

- Be processed fairly and lawfully.
- Be obtained only for specific, lawful purposes.
- Be adequate, relevant and not excessive.
- Be accurate and kept up to date.
- Not be held for any longer than necessary.
- Be processed in accordance with the rights of data subjects.
- Be protected in appropriate ways.

2. Risks and Responsibilities

2.1. Data Protection Risks

This policy helps to protect BWF and data subjects from some real data security risks, including:

- **Breaches of confidentiality.** For instance, information being given out inappropriately;

- **Failing to offer choice.** For instance, all individuals should be free to choose how the organization uses data relating to them;
- **Reputational damage.** For instance, the organization could suffer if hackers successfully gained access to sensitive data.

2.2. Responsibilities

The BWF, as well as everyone who works for and with BWF, has some responsibility for ensuring data is collected, stored and handled appropriately.

Each person that handles personal data must ensure that it is handled and processed in line with the BWF's privacy notices and data protection principles. In particular, these people have key areas of responsibility:

- The **BWF Council** is ultimately responsible for ensuring that BWF meets its legal obligations.
- The **Secretary General** is responsible for:
 - Keeping the BWF Council updated about data protection responsibilities, risks and issues;
 - Reviewing all data protection policies;
 - Arranging data protection training for BWF staff and ensuring that they comply with data privacy principles;
 - Checking and approving any contracts or agreements with third parties that may handle the organization's sensitive data.
- The **Data Protection Officer** is responsible for:
 - Handling data protection questions from staff and anyone else covered by this policy;
 - Dealing with requests from individuals to see the data the BWF holds about them (also called "subject access requests").

3. Processing of user data

BWF's collection, storage, and use of personal data is set out in BWF privacy notices, which covers both members of the badminton community (players, their entourage, officials, participants to BWF activities, etc.), and persons from the public.

4. User rights

4.1. General

As a principle, all individuals who are subject of personal data held by the BWF are entitled to:

- be informed about how their personal data is being used;
- access the personal data the BWF holds about them;
- request the correction of inaccurate personal data BWF holds;
- request the erasure of their personal data in certain limited circumstances;
- restrict processing of their personal data where certain requirements are met;
- object to the processing of their personal data;
- request that the BWF transfers elements of their data either to them or another service provider; and
- object to certain automated decision-making processes using their personal data.

Furthermore, individuals who are unhappy about the way we are using their personal data may have the possibility to complain to their local data protection regulator. However, we are here to help and encourage such users to contact us first to resolve their complaint.

4.2. Exercising rights

Individuals who want to exercise one of these rights should send such request by email, addressed to the Data Protection Officer, at privacy@bwf.sport.

The Data Protection Officer will aim to answer queries within 30 days.

The Data Protection Officer will always verify the identity of anyone making a subject access request before handing over any information.

5. Data Transfer to Third Parties

The BWF privacy notices shall describe when and what personal data the BWF may share with third parties, both inside and outside the EU. As a principle, the BWF will only share information with third parties where:

- The user has explicitly consented to such transfer;
- This transfer is necessary for the performance of a contract between BWF and the user;
- The transfer is necessary for the conclusion or the performance of a contract concluded in the interest of a user between the BWF and a third party;
- The transfer is necessary for important reasons of public interest;
- The transfer is necessary for the establishment, exercise or defence of legal claims; or
- Any other reason allowed by applicable law.

Under these limited circumstances, the BWF may disclose personal data to third parties. However, the BWF will ensure the transfer is legitimate, seeking assistance from the Council and from the organization's legal advisers where necessary.

6. For further information

6.1. Specific Privacy Notices

The BWF Secretariat may issue specific privacy notices that describe how personal data is collected, stored, and used in different contexts. Such privacy notices shall be listed on the data privacy section of the BWF website.

6.2. BWF Contact Details

The BWF is registered as a society in Malaysia. Its headquarters are located at: Unit No. 1, Level 29, Naza Tower, No 10 Persiaran KLCC, 50088 Kuala Lumpur, Malaysia.

In the event of any query or complaint in connection with the data we hold about you, please email the Data Protection Officer at privacy@bwf.sport.