

Green Football (GF) is an initiative of Count Us In (CUI) , a charity that brings together people and organisations taking high impact steps to address climate change. We have partnered with Pledgeball, Sky Zero, TNT Sports, exceptional™ and the Football Supporters Association for the Green Football campaign. You can pledge to take green actions through Pledgeball's website.

Privacy notice

This notice sets out how CUI collects and uses your personal information in relation to Green Football. This includes the greenfootball.org website and other information relating to the campaign from the Pledgeball website.

Pledgeball has its own privacy notices on their websites setting out its data collection and use. CUI accepts no responsibility for any third party website.

The Green Football website

When you contact us by email using the 'Get in touch' link on greenfootball.com we will collect your Name, Organisation (if relevant), email address and your message or action details.

We will use the contact details you provide only to manage your interest in joining the GF campaign, which will involve responding to your message.

We will keep your messages and our responses for no longer than six months unless you choose to give us further consent.

Your competition entry and pledges on the Pledgeball website

We are working in partnership with Pledgeball to understand how successful the Green Football's Great Save campaign has been, they will share anonymised information with us. They will collect information from you, and have asked us to carry out the analysis, which involves sending you surveys and analysing all the results.

We will receive from them and will share with them the following information that you provide on these websites.

- Your name
- Email address
- Your organisation (if relevant)
- The action you plan to take
- What football club you support
- Survey answers which will be anonymised.

We will use this information for two purposes.

1: For anonymous analysis and statistics: we collate the information on the actions taken, the clubs people support and if people play for a team to create reports to report back to the partnership how the campaign performed.

2: To contact individuals for surveys and research: we will email you in the future to ask you questions relating to your attitudes towards climate change, football, and climate action. We will analyse the results and create anonymous reports for the partnership and to publish, showing how the campaign performed. We will keep your information for this purpose for no longer than six months.

3. If you have entered a competition and win a prize, we will use the data collected when you entered the competition to contact you and , if the prize requires it, we will share your contact details with the third-party prize provider. We accept no responsibility for third party use of your data.

A survey will typically ask you for your name, email address, gender and age, and may ask you to rate how clear the campaign was, its potential impact on climate action or driving solutions in football. We may also ask you what motivated you to take part in the campaign, and how you found the experience. Your name and email address will only be used by us to check that you have not completed the survey more than once.

Cookies and analytics

The Green Football website uses cookies, some of which are necessary for the website to function, and others provide us with analytics information about how our website is being used. The cookie management tool on the website provides information on the cookies, their purpose and expiry, as well as allowing you to turn them on and off.

If you accept or turn on the analytics cookies, we get and use the following information to create statistical reports on how the campaign has performed.

- Where people came to the website from
- The buttons clicked on the website
- The average time spent on the website
- The towns people are in when they go on the website

If you accept or turn on the marketing cookies on a website that has an advert on it for GF, and you click on that ad, we also get the average gender and age.

Information sharing

We will only share your personal information in the following circumstances:

Service providers

We use a variety of service providers to help run our charity. We have agreements with all providers that contain obligations on the other organisation to safeguard your information and to only use

your information to provide their service.

Legal requirement

We will disclose your personal information if we, in good faith, believe that we are required to do so by law, regulation or the order of court or other legitimate government body.

If we sell our assets

In some circumstances, we will have to share personal information with any person or legal entity to whom we sell or transfer (or initiate discussions with to sell or transfer) our business or any part of it, or any of our rights or obligations under any agreement we have with you.

Your rights and choices

You have several different rights with regard to your personal information. Some rights only apply in certain circumstances or to certain information. There are also exemptions from some rights in some circumstances. If you want to make a rights request, please contact: admin@count-us-in.org

Access

You are entitled to know what personal information we hold about you and to receive a copy of it.

Correction

You are entitled to correct personal information we hold about you that is inaccurate. You will need to provide us with evidence of the correct information.

Deletion

In certain circumstances you are entitled to ask us to delete the personal information we hold about you.

We will not be able to delete certain information, such as where we are legally obliged to keep it or where we need to keep it for legitimate business reasons such as accounts and records.

Objection

In certain circumstances you are entitled to object to us processing your personal information. If you want to object to marketing please use the unsubscribe link in emails, or contact us to opt out of phone and postal marketing. To make sure we respect your request we have to keep your contact details on a suppression list.

Restriction

In certain circumstances you are entitled to ask us to restrict our processing of your personal information.

You can ask us to do this if:

- you dispute the accuracy of your personal information;
- our processing is unlawful but you prefer restriction to deletion;
- we no longer need the information but you need it for legal reasons; or
- you have objected to our processing and we are still dealing with this objection.

Portability

In certain circumstances you are entitled to receive the personal information you have provided us in a structured, commonly used and machine-readable format.

How to complain

Please contact admin@count-us-in.org first to resolve any query or concern you have about our use of your personal information.

You also have the right to complain to the data protection regulator. The UK regulator is the Information Commissioner's Office. You can contact them here: <https://ico.org.uk/global/contact-us/> or phone: 0303 123 1113.

Security and data location

We aim to take all reasonable steps to protect your personal information.

Our service providers are based in different locations, some of which could be outside the UK. If those countries are in the European Union, Switzerland, Iceland, Liechtenstein and Norway, or countries with an EU adequacy decision, there are equivalent laws on handling personal information and so your information is protected in the same way as it is in the UK.

We make sure that any transfer is protected by an appropriate legal safeguard, which in some cases will be standard contractual clauses.

GDPR lawful bases

UK data protection law requires us to have a lawful basis for our personal information collection and use, and there are several lawful bases available.

Where we act as a data controller, we use the following lawful bases.

Lawful basis	Examples of when we use it
Performance of a contract	To provide the Green Football website and campaign, report on it, and contact you with further questions on the same topics. To respond to your queries, requests for information and support.
Legal obligation	We have certain legal obligations to carry out certain activities, such as to respond to rights requests and to keep certain data for a specified time.

When we analyse the campaign information, send you surveys and analyse the results, we are acting as a data Controller and Pledgeball are the data processor.

Contact details

Registered office: First Floor Black Country House, Rounds Green Road, Oldbury, West Midlands, England, B69 2DG Email: admin@count-us-in.org

CUI - Count Us In Ltd is incorporated in England and Wales under company number 13199784 and is a charity registered in England and Wales under charity number 1195686.

Website terms and conditions

The GF and Count Us In logos, other partner logos and the graphic assets and resources that we have put up on this website may be protected by copyright. You should not copy, reproduce, modify or use them without us first giving you permission to do so.

Changes to this privacy policy

We may change this Policy from time to time (for example if the law changes), so please do check it regularly to keep up-to-date. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address you have provided to us or by placing a prominent notice on our website. By continuing to engage with us through our website you will be deemed to have accepted such changes.

Privacy policy correct as of 6 March 2026