

2023/24 Customer Charter

WN/PC/GW 05/12/2023

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INTRODUCTION

Welcome to Cardiff City Football Club's Customer Charter for the 2023/24 season.

Cardiff City Football Club is dedicated to providing the best possible matchday experience for all visitors to Cardiff City Stadium.

Our Charter is designed to help our supporters understand the Club's policies, to make your experience with us as enjoyable & memorable as possible. It covers a wide range of aspects & is intended to further improve communication channels between the Club & our fan base.

At the heart of everything we do here at Cardiff City is our loyal & passionate fan-base, which is why we actively encourage fans to give us any feedback they may have. Whether it's positive or negative, we want to hear from you, as we strive to make our matchday experience the best it can be.

To supply feedback, please email one of the following:

For general matters: Head of Fan Experience - Amy James
(club@cardiffcityfc.co.uk)

Supporter queries & questions: Supporter Liaison Officer - Paul Corkrey
(slo@cardiffcityfc.co.uk)

Disability related matters: Disability Access Officer - Ben Jones
(ben.jones@cardiffcityfc.co.uk).

Any one of them will try & respond within five working days, but if you don't get a reply, please chase us up.

All feedback & comments received are key to improving the service we deliver. This document is intended to further improve communication channels between the Club & our fan base.

Thank you for your continued support.

CUSTOMER SERVICE

Complaints Procedure:

It is the responsibility of our staff to ensure that all correspondence received is responded to within three working days of receipt unless there are extenuating circumstances. If a complaint requires additional investigation, the supporter will be notified of this.

All correspondence received is passed onto the relevant Head of Department (where necessary) for the appropriate action/investigation to take place.

Feedback received allows us to measure our success off the field, helping us to develop. It is not possible for all policies & procedures to appeal to all supporters of the Club; however, all constructive feedback is welcomed.

The vast majority of supporter & customer complaints are successfully concluded by the Club. However, if a supporter is not completely satisfied with the outcome of their complaint, they should refer the matter directly to The Independent Football Ombudsman (IFO).

Complaints should be made in writing & may be submitted to:

Independent Football Ombudsman
Premier House
1-5 Argyle Way
Stevenage
Hertfordshire
SG1 2AD

contact@theifo.co.uk

The IFO is comprised of an Ombudsman, his Deputy, & an Advisory Panel. The Ombudsman is an independent & final arbiter of football complaints.

It was established at the beginning of the 2008-09 season & has a clear remit:

- To receive & adjudicate on complaints from football supporters & participants that have not been resolved by the football authorities.
- To raise any policy issues which have been highlighted by those complaints, directly with the FA, Premier League, & the Football League. The Ombudsman is an independent & final arbiter of football complaints.

The IFO is the final stage in the complaints process established by the English Professional Football Authorities (The FA), The Premier League & The Football League.

Further information & guidance are available in a short leaflet, which may be requested, using any of the contact addresses given below.

For further information on the IFO, please visit their website or contact them using the details above.

Supporter Engagement:

The Club will hold a minimum of two meetings/fan forums per season with supporters in line with EFL Regulation 118. In previous seasons these have been in the form of SLO meetings with recognised supporter groups. If you are interested in attending an SLO Meeting, please contact Paul Corkrey. (slo@cardiffcityfc.co.uk)
Minutes of previous meetings are available here https://www.cardiffcityfc.co.uk/club/supporter-meetings

Staff Conduct:

All staff members are aware of their roles & responsibilities as Cardiff City Football Club ambassadors. We expect our staff to carry out their duties professionally & to communicate with supporters & stakeholders in a respectful, courteous, & efficient manner always. If problems arise, we expect our staff to make every reasonable effort to solve them on the spot; however, we appreciate this is not always possible & further endeavours may be necessary.

EQUALITY POLICY

Cardiff City Football Club is committed to promoting equality by treating people fairly & with respect; by recognising inequalities exist; by taking steps to address them; & by providing access & opportunities for all members of the community.

We commit to eliminate discrimination based on age, disability, sex, gender reassignment, marital or civil partnership status, pregnancy or maternity, race, religion or belief, or sexual orientation, as defined by the Equality Act (2010). More information regarding what is considered as discrimination can be found on the Equality & Human Rights Commission website.

Cardiff City Football Club operates a zero-tolerance approach to discrimination.

We will also strive to treat people who seek asylum, refugees, carers, care leavers & people from lower socioeconomic backgrounds with the same degree of dignity & respect.

We will ensure that we treat people fairly & with respect, & that we will provide access & opportunities for all members of the community to take part in, & enjoy, our activities.

Cardiff City Football Club also commits to the following:

- Encourage equality & diversity in the workplace.
- Create an environment free of bullying, harassment, victimisation, & unlawful discrimination, promoting dignity & respect for all, & to recognise & value the individual differences & contribution of all staff.
- Create a Stadium free from incidents of Racial, Homophobic or discriminatory abuse, taking appropriate action in collaboration with Football Authorities to hold perpetrators to account.

This commitment includes training managers & all other employees about their rights & responsibilities under the equality policy & ensure all sections of the community have a positive experience of engaging with the football club. Responsibilities include staff conducting themselves appropriately to help the organisation provide equal opportunities in employment, & prevent bullying, harassment, victimisation, & unlawful discrimination directed at colleagues, players, supporters, guests, customers, or participants in our programmes.

All staff should understand they, as well as their employer, can be held liable for acts of bullying, harassment, victimisation, & unlawful discrimination, in the course of their employment, against fellow employees, customers, suppliers, & the public. They should therefore:

- take seriously complaints of bullying, harassment, victimisation & unlawful discrimination by employees, customers, suppliers, visitors, the public & any others in the course of the organisation's work activities. (More information about bullying, harassment & victimisation can be found on the ACAS website.) All complaints will be investigated & where necessary may be passed to external organisations, such as the police or football authorities. All complainants will receive a response in writing with regards to their complaint, at the earliest opportunity. Reports can be made via 07484 070422 via text or telephone on matchdays or via the “Kick it Out” app. Internal complaints may be directed via the Head of Human Resources.
- make opportunities for training, development, & progress available to all staff, who will be helped & encouraged to develop to their full potential, so their talents & resources can be fully utilised to maximise the efficiency of the organisation.
- decisions concerning staff being based on merit (apart from in any necessary & limited exemptions

& exceptions allowed under the Equality Act)

- review employment practices & procedures when necessary to ensure fairness & update them & the policy to take account of changes in the law.
- monitor the make-up of the workforce regarding information such as age, gender, ethnic background, sexual orientation, religion, or belief, & disability in encouraging equality & diversity, & in meeting the aims & commitments set out in the equality policy. Monitoring will also include assessing how the equality policy, is working in practice, reviewing it annually, & considering & taking action to address any issues.

The content of this statement applies equally to the treatment of our staff, customers, supporters, clients, partners, & suppliers & is fully supported by the Board of Directors of Cardiff City Football Club. The Chief Executive & Equality Champion are accountable for this policy.

If you wish to report an incident of discrimination, please contact 07484 070422 via text or telephone on matchdays or report via the "Kick it Out" app.

Legal rights

Discrimination has been legally defined through a series of legislative acts, including the Race Relations Act, the Sex Discrimination Act, the Disability Discrimination Act, & the Equality Act 2006.

In April 2010, the Equality Act 2010 received Royal Assent. It applies throughout the UK & came into force in October 2010 & is a law which harmonises where possible, & in some cases extends, protection from discrimination.

Discrimination refers to unfavourable treatment based on particular characteristics, which are known as the 'protected characteristics'. Under the Equality Act 2010, the protected characteristics are defined as age (employment only until 2012), disability, gender reassignment, marital or civil partnership status (employment only), pregnancy & maternity, race (which includes ethnic or national origin, colour, or nationality), religion or belief, sex (gender) & sexual orientation.

Under the Equality Act 2010, individuals are protected from discrimination 'on grounds of' a protected Characteristic'[1]. This means that individuals will be protected if they have a characteristic, are assumed to have it, associate with someone who has it or with someone who is assumed to have it.

Forms of discrimination & discriminatory behaviour include the following:

Direct discrimination

Direct discrimination can be described as less favourable treatment on the grounds of one of the protected characteristics.

Indirect discrimination

Indirect discrimination occurs when a provision, criterion or practice is applied to an individual or group that would put persons of a particular characteristic at a particular disadvantage compared with other persons.

Discrimination arising from disability

When a disabled person is treated unfavourably because of something connected with their disability & this unfavourable treatment cannot be justified, this is unlawful. This type of discrimination only relates to disability.

1The exception to this is pregnancy & maternity, which does not include protection by association or assumption - a woman is only protected from discrimination on grounds of her own pregnancy.

Harassment

Harassment is defined as unwanted conduct relating to a protected characteristic that has the purpose or effect of violating a person's dignity, or which creates an intimidating or hostile, degrading, humiliating or offensive environment for that person.

Victimisation

It is unlawful to treat a person less favourably because he or she has made allegations or brought proceedings under the anti-discrimination legislation, or because they have helped another person to do so. To do so would constitute victimisation.

Bullying

Bullying is defined as a form of personal harassment involving the misuse of power, influence, or position to persistently criticise, humiliate or undermine an individual.



2023 / 2024 SEASON TICKETS

Cardiff City Football Club has a dedicated Ticket Office Team working to ensure that purchasing tickets with us is as simple & easy as possible.

Should you have any queries, please call our Ticket Office on **033 33 11 1920** (subject to advertised opening hours) or contact us via email at **tickets@cardiffcityfc.co.uk**.

To see our full Terms & Conditions regarding the purchase of Season Tickets please visit www.cardiffcityfc.co.uk/tickets/seasontickets or see Appendix 2 of this Charter.

Season Tickets can be purchased in the following ways:

- ✓ 24-hour online booking - tickets.cardiffcityfc.co.uk
- ✓ Telephone - 033 33 11 1920 (subject to advertised opening hours)

Please check our website or call our Ticket Office for all ticketing information & on sale dates.

2023 / 2024 INDIVIDUAL MATCH DAY TICKETS

Tickets for Cardiff City FC home fixtures can be purchased directly from the club. Please refer to the information, rules & regulations concerning purchases which can be found as “Appendix 6” to this document.

2023 / 2024 CLUB MEMBERSHIP

Memberships can be bought online at **tickets.cardiffcityfc.co.uk**

Prices are:

- **Adult £30**
- **Senior 60+ £25**
- **16 – 21 £25**

Some of the benefits of membership are:

- ✓ Personalised Club Membership card.
- ✓ Opportunity to purchase a discounted ticket for home league fixtures (one per Club Membership) prior to a match day & subject to availability.
- ✓ Ability to purchase one ticket for away league fixtures, subject to availability & sales criteria
- ✓ Inclusion in the Bluebirds Rewards programme
- ✓ Earn loyalty points when you spend at several affiliated high street & online brands, including Club Partners
- ✓ Entry for prize giveaways, challenges & able to use loyalty points on benefits such as signed shirts & supporter experiences
- ✓ Access to offers from official Club Partners & Affiliates of Bluebirds Rewards

Full Terms & Conditions can be found at Appendix 3 of this document

JUNIOR BLUEBIRD MEMBERSHIP

Junior Bluebird Memberships can be bought online at **tickets.cardiffcityfc.co.uk** for any supporter under the age of 16 at the time of the purchase. Membership costs £20

Once a member a Junior Bluebird will receive:

- A goodie bag filled with amazing gifts
- A membership card
- A Cardiff City birthday card
- Discounted individual home league fixture tickets
- Away travel privileges (subject to sales criteria & availability)
- Meet & greet with First Team at one exclusive event per season

Memberships are divided into four different age groups.

Baby Bluebirds (below 1 year) will receive a special Bluebirds baby-grow & bid in addition to other gifts.

Full Terms & Conditions can be found at Appendix 4 of this document

BLUEBIRDS REWARDS

Full Terms & Conditions can be found at www.cardiffcityfc.co.uk.

2023/24 CAR PARK SEASON PASS

Our Car Park Season Pass entitles the holder to access their designated parking area for 23 home League fixtures during the 2023/24 season. **Please note however, access may be denied if you arrive 60 minutes or less before the designated kick- off time.**

A Car Park Season pass can also be used for selected pre-season friendlies, Carabao Cup & FA Cup fixtures played at Cardiff City Stadium where the holder has purchased a ticket for the event (Subject to Availability). Duplicate passes ***will not*** be issued if your original car park pass is lost or stolen.

FURTHER 2023/2024 SEASON INFORMATION

All fixtures are subject to change. Supporters are advised to keep up to date with the official club website, club App & social media channels for any updates throughout the season.

We ask supporters to ensure that all contact information, including address details, are up to date prior to confirming any booking, & that our Ticket Office are made aware of any mid-season changes.

Family Stand Policy – To protect the integrity of the Family Stand, no tickets will be sold to Adults without a Juvenile / OAP or to Juveniles without an Adult / OAP who must act as the Juveniles guardian.

Matchday age restrictions – No persons under the Age of 14 may enter the Stadium unaccompanied. Children aged 13 & younger must be accompanied with an Adult aged over 18 who must act as the Child(s) Guardian.

The Club reserves the right to relocate, as necessary, either a Season Ticket or a Matchday Ticket following purchase. If this becomes necessary, the ticket purchaser will be contacted as appropriate. Cardiff City Football Club will not however be liable to pay compensation or provide a refund.

All tickets are issued subject to the Ground Regulations of Cardiff City Football Club as displayed at the Ticket Office, at the Turnstiles & online. Copies are also available on request & can also be found in this document under Appendix 1

Cardiff City Football Club reserves the right to eject / remove, either from the stadium or its footprint any person, or persons, who fail to comply with these Regulations.

For all the latest news, tickets, & videos, download our official Club App ***FREE*** from wherever you normally go to get your Apps, just search "Cardiff City FC".

DISABLED SUPPORTERS

We take pride in the service & facilities we provide to disabled supporters. We are proud to promote inclusion & diversity within the stadium where all can come to enjoy their day in a safe, secure & welcoming environment.

We are pleased to work closely with the **Cardiff City Disabled Supporters Association** & aim to ensure there is regular & ongoing dialogue between us. CCFC would encourage disabled Bluebird fans to contact the association for further information. The DSA Chairperson is Kieran Jones, & he can be contacted via ccfcdsa@gmail.com

Accessible Toilets – Within Cardiff City Stadium there are several such toilets. Entry is made via a 'radar' key system, so if you have one please bring it with you for ease of entry & use. Should you require assistance, please see your nearest steward.

Changing Places – We also have a "Changing Places Toilet" which is available for anyone to utilise as necessary. For further information contact our Disability Access Officer, Ben Jones ben.jones@cardiffcityfc.co.uk).

Temporary Mobility Restrictions - Supporters suffering from temporary mobility restrictions that could affect their access to the stadium or seating areas should contact our Ticket Office prior to attendance This will enable us to make any arrangements that may be necessary & may involve a change of seat, however, this is subject to availability.

Season Tickets & Matchday Tickets - Disabled Supporters can purchase a ticket (subject to availability) at the appropriate price band, which will include a complimentary ticket for their personal assistant. This is subject to the supporter:

- Being in receipt of the medium to high-rate Disability Living Allowance (DLA) mobility or care component
  OR
  the Enhanced Rate Personal Independence Payment (PIP)
  OR
  the Severe Disablement Allowance
  &
- Having a Certificate of Visual Impairment (CVI)
  OR
  a personal letter from your GP

Other forms of proof may be accepted. Proof of eligibility will usually be required before tickets are issued.

OUR HOME – CARDIFF CITY STADIUM

Cardiff City Stadium became the home of Cardiff City Football Club in 2009 following the move from Ninian Park. The official capacity is 33,280 following the Ninian Stand extension of 2014. The Stadium hosts several non CCFC events and to date these include both Women's & Men's Welsh International football fixtures, music concerts, the Amlin Cup Final, the UEFA Super Cup Final & the UEFA Women's Champions League Final.



Ground Regulations / Prohibited Items

A copy of the ground regulations can be found online, and at Appendix 1 of this Charter. They are also available to view outside each bank of turnstiles when entering the ground.

As a club we would encourage every supporter to familiarise themselves with the list of Prohibited Items, as shown on the next page. ***Never attempt to bring any such item into the stadium***. An attempt whether successful or not will result in a club / stadium ban being enforced.

YOUR SAFETY AND SECURITY AND THAT OF OTHERS IS IMPORTANT TO US

WHAT CAN I BRING INTO CARDIFF CITY STADIUM?

- Small compact cameras (Must be able to fit in a pocket)
- Small fold up umbrellas
- Small bags or backpacks (Must be able to fit under your seat)
- Non-offensive flags or banners (2m x 1m or less) (No sticks or poles and must meet fire regulations)
- Clear plastic bottles (500ml or less)
- Crutches or walking aids

In order for us to ensure that your visit is as safe and smooth as possible, and your seats are suitable for your needs, please email The Club's Disability Access Officer, Adam Gilliatt at adam.gilliatt@cardiffcityfc.co.uk

WHAT CAN'T I BRING INTO CARDIFF CITY STADIUM?

- Alcohol
- Canned drinks
- Drinking glasses
- Glass bottles
- Glass vessels (e.g. Perfume)
- Solid containers or flasks
- Plastic bottles in excess of 500ml
- Air horns
- Baby buggies or prams
- Video recording equipment
- Large lens cameras
- Poles or sticks (including Selfie-sticks)
- Flags or banners larger than 2m x 1m or of an offensive nature
- Knives or weapons
- Large bags or suitcases (Including cabin bags)
- Umbrellas (Except small fold-up umbrellas)
- Fireworks or flares
- Smoke or gas canisters
- Laser pens
- Tools
- Musical instruments
- Dangerous or hazardous items
- Cardiff City Stadium is a no smoking stadium, this includes the use of electronic cigarettes and vaporisers

And any article that might be used as a weapon and/or compromise public safety.
Any person in possession of such items will be refused entry to or ejected from the ground.

Fan Behaviour, Bans & our Appeals Procedure

Every football fan should feel safe attending matches / when watching their team.

The importance of a safe matchday environment is paramount to everyone who attends or works at our events, & therefore we are specifically addressing poor behaviours to include:

- Violent & Abusive behaviour.
- Pitch incursions (individual & mass invasions)
- The use of smoke bombs & pyrotechnics
- Gender based violence (GBV), sexual harassment or misogynistic behaviour.
- Throwing objects
- Drug-taking
- Racial, homophobic, or Discriminatory behaviour
- Tragedy Chanting
- Provocative Banners and Clothing

We do NOT tolerate inappropriate behaviour at Cardiff City Football Club.

We are fully aware that at times inappropriate behaviours from a minority of our supporters takes place and we will work with all stakeholders to reduce and or eradicate such behaviour.

We Love Football & Will Protect the Game!

Policy on Tragedy Chanting, Provocative banners & clothing.

Cardiff City Football Club will not tolerate "Tragedy Chanting" and it wants our fans to understand the impact it has on family, friends, and football supporters in general. Those closely associated with loss and tragedy and many other fans can become deeply distressed when hearing such chants and it is therefore totally unacceptable behaviour!

We advise that offenders will be sanctioned by the Club, in accordance with our Ground Regulations, Customer Charter, Code of Conduct and Club Sanction Policy. Incidents are also likely to be Investigated by the Police for such chanting and associated negative behaviour is now considered a Public order offence.

It is also important to note that fans who engage in 'Tragedy Chanting' or attempt to enter the stadium with flags, banners, or clothing that could be seen as offensive will be refused entry to or be ejected from Cardiff City matches Home or Away following agreement with fellow clubs. Thereafter behaviour WILL be considered for further action as identified above.

Warnings & denial of entry.

Where transgressions have taken place, they are broken down by seriousness & categorised into 4 Levels. The breaches are explicitly linked to criminal behaviour, the ground regulations and/or ticketing Terms & Conditions.

Level One Breaches (Sanction: Warnings and / or short-term Club ban).

Considered Minor transgressions, dealt with by the Police & Stewards & should not (normally) lead to arrest or summons.

These minor breaches of ground regulations may normally see a person being verbally warned or issued a written warning about their ongoing behaviour. In some cases, this may lead to persons being ejected from the Stadium.

- Smoking/vaping
- Alcohol-related offences (not involving police)
- Persistent standing / standing on seats
- Anti-social behaviour (including but not limited to s.5 Public Order Act 1986) Examples such as use of foul & abusive language, misogynistic & sexist language 'horseplay' & gesturing towards (or impacting) others
- Conduct that compromises the safety of the spectator and/or others
- Non-cooperation with stewards
- Ejection from home or away stadium (not leading to police involvement)
- Refused entry to home or away stadium (not leading to police involvement)
- Reckless/intentional damage to club property under the value of £100
- Following Police warning or Caution for the use or possession of illegal drugs
- Inappropriate Social media use where an individual is identified.

Level Two Breaches (Sanction: Short- & medium-term Club ban).

More serious transgressions dealt with by the Police and / or Stewards that do not (normally) lead to arrest or summons.

These breaches of ground regulations normally see a person being warned, ejected & subsequently issued Club ban & written warning about their ongoing behaviour. In some cases, this may lead to persons being arrested as a result of their actions.

Persons issued with a S.35 order by South Wales Police for anti-social behaviour prior to any event will be denied entry on the day as instructed by the DPS who determines that such refusals are for the overall benefit of the event.

- Use of any other prohibited items as per the ground regulations
- Aggressive language and / or behaviour
- Anti-social behaviour (including, but not limited to s.4A & s.5 Public Order Act 1986) such as persistent use of foul & abusive language, excessive gesturing towards (or impacting) others
- Use or possession of illegal drugs
- Assault on the club's premises
- Deliberate damage to property
- Reckless/intentional damage to club property over £100
- Abusive Social media use where an individual is identified.

Level Three Breaches (Sanction: Police Action & Interim or medium-term Club ban).

Matters dealt with by the Police and / Or Stewards that may lead to arrest or summons. These transgressions will result in a Medium Club Ban.

These serious breaches of ground regulations will normally see a person being ejected, arrested or identified for further action. Persons arrested for these more serious incidents will face an interim Club ban.

- Missile throwing
- Pitch encroachment
- Use or possession of pyrotechnics
- Serious public disorder/anti-social behaviour (including, but not limited to s.1-4 Public Order Act 1986) such as use of foul and abusive misogynistic & sexist language, violence against women and girls.
- Hate crime/ Racial, homophobic, or discriminatory abuse (including online)

• Tragedy Chanting
• Breach of existing club ban
• Threatening of Club Directors, Players and or Staff.

Level Four Breaches (Sanction: Police Action & Interim or medium-term Club ban).

Matters dealt with by the Police yet remaining a grave concern to the Football Club.

Following conviction, serious or continued breaches of ground regulations or continuous disruption of the club's normal activities.

• Convicted for Level 3 breach but not issued Football Banning Order (FBO).
• Persistent breaches of Level 2-3 sanctions.
• Continuous disruption of the Club's normal activities.
• Continuous threatening of Club Directors, Players and or Staff.

Section A – Club Ban

Any Cardiff City FC fan who is identified as being in breach of the Ground Regulations, in possession of any Prohibited Item, or deemed to have conducted themselves in an inappropriate manner as highlighted above will be subject to a warning or an imposed ban, at the discretion of the Clubs Stadium Safety Sanction Panel.

- Level 1 - Following minor offences/ breaches of ground regs & conditions - Warning - Up to 5 Games
- Level 2 Following more serious breaches of ground regs & conditions - Ban of 5 Games
- Level 3 Following Serious Incidents & breaches of ground regs & conditions - Interim Ban of at least 5 games and up to 10 games. In the event a Football Banning Order is not made by the courts a Club Ban of 12 months.
- Level 4 Following actions that cause the Club grave concern or continued disruption of club / ground rules & regulations, Persons threatening or intimidating Club Staff - 12 – 18 Month Club Ban

Club bans extend to all home games & prevents those banned from purchasing any tickets to away games through the club ticket office.

Section B – Appeal Procedure

To appeal a ban in the first instance please e-mail stadium@cardiffcityfc.co.uk, heading the e-mail "Ban Appeal".

The Appeal will be heard by the Stadium Appeal Panel who will be comprised of Steve Borley, Tomos Nash, a member of South Wales Police Football Policing Unit and an elected member from the Clubs Travel Group.

The appeals procedure for any bans issued will be:

- Less than 6 games - No immediate appeal mechanism (due to pragmatic constraints)
- More than 5 & up to 10 games – an appeal can be lodged after 5 games
- Bans that exceed a period which equates to more than 10 games – an appeal can be lodged after 7 matches or 50% of the games, whichever is the lesser.

The Club is working with the EFL and South Wales Police to determine and introduce a restorative justice mechanism with the aim of repairing the harm and finding a positive way forward.

Persons banned for less than 6 games can appeal after the ban's conclusion and if successful it will be expunged from their record and match tickets refunded.

Any persons not complying with a club ban (i.e., gaining or attempting to gain entry to any ground where Cardiff City FC are playing whilst a ban is in force) will have an extension added to their current ban, at the

discretion of the Stadium Safety Sanction Panel.

In line our Cooperation Agreement, South Wales Police will be informed when a club ban is administered. The Football Authorities, including the SGSA and the Safety Advisory Group may be updated periodically as required.

Please note any person issued with a club ban will not be eligible for any refunds or discounts in relation to individual, season ticket or membership purchases.

Club bans of more than one year will result in cancellation of tickets, membership & the club discounts involved. Club bans will extend into stadia operated or managed by the club & may be published within Club or other media publications.

There is no right of appeal via the club against an FBO. Such appeals must be made to the courts.

Banners, Flags & Signs

Cardiff City Stadium welcomes fan support as demonstrated by Banners, Flags & Signs.

To ensure these articles do not upset or distract others we ask that the custodian adheres to the following guidelines:

1. They should not be more than 8ft x 4ft (larger items such as crowd surfing banners allowed only by prior consent).
2. They should have an appropriate fire certificate.
3. They are not placed in the eyesight of other fans.
4. They do not obstruct any signage or advertising.
5. They should not be of a discriminatory, commercial, political, contentious, or obscene nature.
6. Any that are likely to cause alarm or distress to other Groups of supporters and/or either participating Clubs, its directors and / or staff will not be allowed.

The Stadium Manager / Safety Officer reserves the right & sole discretion to deny a custodian permission to bring into, or display within, Cardiff City Stadium any Banner, Flag or Sign.

Musical Instruments / Megaphones

Our stadium policy is not to allow such items. However, at certain events we may give prior authority on application.

Stewarding

The Club has a dedicated pool of matchday stewards with various skill sets, many of whom have been working for the Club for several years. All club stewards are required to undertake a comprehensive training programme & must have either achieved, or are working towards, NVQ Level 2 in Crowd & Spectator Safety. Many of them will have undertaken other specialist training, with many of the Supervisors & Team Leaders achieving NVQ Level 3 as part of their personal development plan.

The primary function of stewards is to ensure that all supporters have a safe & enjoyable visit to the Stadium. Our staff are required to enforce the Ground Regulations.

All stewards are required to be considerate & ensure that any tasks undertaken are done so in a respectful manner so as not to detract from the customer experience. Nevertheless, our Safety Management Team has the right to refuse entry or eject & subsequently ban any supporters who do not

adhere to the Ground Regulations and / or our club procedures. Our stewards are empowered to act in line with these rights as appropriate & necessary.

Stadium Parking

Cardiff City Football Club provides parking facilities on matchdays. We have circa. 80 accessible parking bays, which are sold on a seasonal basis to Season Ticket Holders. We do currently have a Waiting List for these permits - To add your name to the list please call the Ticket Office on 03333 111920 or email (Ben Jones) ben.jones@cardiffcityfc.co.uk

Our car park often closes in the hour before kick-off. Closure time can differ based on various safety aspects. Please factor this into your travel plans when travelling to Cardiff City Stadium.

Parking permits purchased on a seasonal basis from Cardiff City FC can only be used for Cardiff City FC fixtures, including cup fixtures & friendlies. They do not apply to other events such as FAW fixtures or concerts. For parking information on other events, or for further information, please e-mail stadium@cardiffcityfc.co.uk.

We respectfully ask visitors to use our on-site parking facilities & consider our neighbours by not obstructing footways & / or private entrances. Cardiff Council Enforcement Officers & South Wales Police are on duty on event days & will ensure vehicles are parked legally, & issue Penalty Charge Notices where appropriate.

Smoking Policy

As stated within the Ground Regulations, smoking is not permitted within the Stadium. This includes the use of electronic cigarettes & vaporisers.

At our discretion, we may allow supporters to exit at half time for a smoking break. The terms of exit are such that you are leaving to smoke or vape or accompany someone who is doing so. You must re-enter within 5 minutes of the second half kick-off or upon the instruction of our Stewards. You are not authorised to leave the designated “Smoking Area” & any such action will result in your being deemed to have left the stadium & re-entry being refused.

Environmental Policy & Sustainability

We acknowledge that our activities impact the environment. We strive to be as environmentally friendly as we possibly can & as such, we have integrated waste management systems at Cardiff City Stadium. These help us maximise the recovery of recyclables & minimise residual waste for disposal. We would ask our supporters to consider the impact you have on the environment & sustainability when visiting the stadium & use the appropriate bins etc. for your waste.

Systems & processes are in place to manage:

- Stands & spectator areas
- Concourses
- Corporate Hospitality areas
- Car Park & outer footprint

As a club we are fully signed up to EFL Green Clubs initiative & work closely with Cardiff Council to ensure that such operations are properly integrated & efficient channels of communication are maintained. The Club also fully supports the Council's 'Love where you Live’ campaign).

We encourage all our operating partners to also engage in protecting the environment & maximising sustainability.

Retail

The Cardiff City Stadium Superstore is located between our Main Reception & Ticket Office. We also have a smaller store at Entrance Gate 8. Please visit www.cardiffcityfcstore.com for the Opening Hours & to explore the full range of the merchandise we have available, & current offers.

We also have an online store where you can shop whenever suits you. Our online service currently offers a delivery service only.

*The Superstore closes at kick-off on a matchday & is open for half an hour following the final whistle.

Hospitality

Our hospitality memberships offer the perfect mixture of football, business, & pleasure.

Choose between our various hospitality areas at Cardiff City Stadium:

- **The Ricoh Diamond Suite** is the premium facility for Season Ticket Members to watch The Bluebirds with superb pitch facing views, exclusive insight with the *Player of the Match* presentation & the option to include a sumptuous three-course menu
- Our **Premier Lounge** provides a fantastic opportunity for you to enjoy our superior concourse facilities on Level 4 of the Grandstand
- The **Ninian Lounge**, situated in the Ninian Stand once again offers outstanding seats, premium access food & beverage outlets & much more to compliment a great matchday

To find out more about the packages available, visit our website or contact a member of our Commercial Team on 033 33 111 921. Alternatively, e-mail sales@cardiffcityfc.co.uk.

By becoming a Corporate Season Ticket Holder, you can take advantage of a range of exclusive benefits over the course of the campaign. Some of the benefits are:

- Personalised Season Ticket Access Card that can be loaded as a Digital Season Ticket Pass on your smartphone (Subject to compatibility).
- Reserved seat with entry to all 23 home league fixtures played at Cardiff City Stadium (subject to fixtures being played at full capacity).
- Priority of purchase on away league tickets, over Club Members & Flex ticket holders (subject to availability, any restrictions and / or pre-determined sales criteria)
- Preferential access to Cup fixtures (where applicable, subject to availability)

Charities & Good Causes Policy

Cardiff City Football Club understands the positive impact it can have in helping generate much-needed funds for charities & good causes. The Club aims to support the hard work of charities & fundraising groups across the country, but particularly in the local area.

Cardiff City FC's recognised charity partner is the Cardiff City FC Community Foundation. (Charity No. 1128443)

The foundation received charity status in 2009 & aims to use the power of sport & education to change lives & inspire people to be more active, included, healthy & knowledgeable. It reaches over 30,000 people every year & aspires to reach many more. They are responsible for thousands of young people participating in grassroots football, both in & out of school curriculum time, bringing the professional game

closer to the community.

The Club receives a significant number of charitable requests for tickets, signed memorabilia & donations each season. Although we do our best to support as many as we can, we cannot guarantee a successful application. Signed memorabilia is typically reserved for our nominated charities, although requests from long-standing season ticket holders will be carefully considered.

We also authorise bucket collections at several fixtures throughout the season & applications can only be made by registered charities.

Requests should be submitted to Ben Jones, either by e-mail (ben.jones@cardiffcityfc.co.uk) or by post to: Ben Jones, Cardiff City Football Club, Cardiff City Stadium, Leckwith Road, Cardiff, CF11 8AZ.
The Club will seek to fulfil requests from organisations in the local area prior to any national groups, however, may make special provisions in exceptional cases.

CARDIFF CITY FC COMMUNITY FOUNDATION

The Foundation's mission is to use the unique appeal of Cardiff City FC to change lives. Put simply: 'Our club changes lives'.

The Foundation's goal is to support children, young people, vulnerable adults & families in South Wales to achieve their full potential. The Foundation tackles inequality & aims to overcome barriers by helping people to lead healthier more active lives, improve education & employment opportunities, & build stronger communities.

The Foundation works with communities across South Wales, supporting thousands of people each year, & focuses its efforts on:

Disadvantaged communities, At risk individuals & underrepresented groups.

The Foundation's team of teachers, youth workers & football coaches offer the following core programmes:

1. Early Years & Primary Development (Premier League Primary Stars, Move & Learn)
2. Secondary Education & Training (Premier League Inspires)
3. Post 16 Education & Training (Future Pathways)
4. Youth Outreach (Premier League Kicks, Bluebirds Ability Disability Football)
5. Community Outreach (Positive Pathways Veterans Project, 1927 Club, Twinning Project)
6. Bluebirds Experiences

For further information please visit / contact via:

Email: info@cardiffcityfc.org.uk
Telephone: 029 2023 1212
Online: https://www.cardiffcityfcfoundation.org.uk
Twitter: @CCFC_Foundation
Facebook: @CardiffCityFCFoundation
Instagram: @ccfc_foundation
Just Giving: https://www.justgiving.com/cardiffcityfcfoundation

LOST PROPERTY

Businesses must ensure that they take 'reasonable' steps when something is found on their property. Cardiff City Stadium has therefore developed a policy that can be found at APPENDIX 7.

SAFEGUARDING

Cardiff City Football Club have staff who are trained & ready to deal with any issues involving Children & Adults at Risk. The club takes its responsibilities seriously & we are committed to safeguarding this group. We:

- Get the right people involved through safe recruitment & training.
- Create a safe environment for all visitors, participants, & staff.
- Have & promote clear systems to deal with any issues or concerns.

The comprehensive safeguarding policies & procedures that are in place for all staff & volunteers meet the requirements of Government Guidance, Premier League Rules, The English Football League's guidance on Safeguarding Children & Young People & Affiliated Football's policies & procedures for safeguarding.

We support the ethos that safeguarding is everyone's responsibility, & all staff & volunteers have a duty of care. Our safeguarding policy can be accessed at www.cardiffcityfc.co.uk/club/safeguarding

Any safeguarding concerns can, in the first instance, be referred to:

Head of Safeguarding – Rob Cronick
E: safeguarding@cardiffcityfc.co.uk
T: 02920 643609
M: 07872 147351

DATA PROTECTION

Cardiff City FC complies with all aspects of the Data Protection Act & GDPR principles. All data we hold regarding staff & supporters is held securely. Under Data Protection Law people on who we hold information will normally have certain rights in relation to their personal data. These rights can be confirmed at www.gov.uk/government/publications/data-protection-rights-for-data-subjects

Any queries regarding Data Protection should be addressed to dpo@cardiffcityfc.co.uk .

If you have any concerns about how we use your data, you also have the right to raise this with the Information Commissioner's Office at Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF (https://ico.org.uk). However please contact us initially as we will always try to help with any concerns.

PRIVACY POLICY

Below is the Link for the Cardiff City privacy Policy (which is also contained in Appendix 5).

https://www.cardiffcityfc.co.uk/club-privacy-policy

APPENDIX 1

GROUND REGULATIONS

Notice: Entry to the Ground is expressly subject to acceptance by the visitor of these Ground Regulations & the rules & regulations of FIFA, UEFA, The Football Association, the Premier League & The English Football League (EFL) in respect of the relevant competition & the terms of the Supporter Code of Conduct (if any). The Ground Regulations incorporate the Club's Customer Charter (if any). Entry to the Ground shall constitute acceptance of the Ground Regulations.

"Club" means this football club.

“Football Authority” means each of The English Football League (EFL), the Premier League, The Football Association, the Football Association of Wales, FIFA, UEFA & any other relevant governing body of association football.

"Illegal Substance" means any drug which is not legally obtainable, or which is legally obtainable but has not been legally obtained. The term includes prescribed drugs not being used for prescribed purposes.

"Ground" means this football stadium & all locations owned, occupied or utilised by the Club.

"Match" means any association football match (or any part or aspect of such a match) taking place at the Ground.

"Material" means any audio, visual and / or audio-visual material and / or any information or data.

“Supporter Code of Conduct” means the code of conduct to be adhered to by all those attending the Ground which can be found on or accessed via the Club’s website or can be provided upon written request to the Club.

1 Notwithstanding possession of any ticket the Club, any police officer or authorised steward may refuse entry to (or eject from) the Ground any person:

1.1 that fails (or in the Club's reasonable opinion is likely to fail) to comply with these Ground Regulations and / or the Supporter Code of Conduct and / or any reasonable instruction issued by a police officer or authorised steward or officer of the Club; and / or

1.2 whose presence within the Ground is, or could (in the Club's reasonable opinion), constitute a source of danger, nuisance, or annoyance to any other person.

2 On no account will admission be granted to a person:

2.1 who is the subject of a current Banning Order under the Football Spectators Act 1989 (as amended); or

2.2 who has been convicted of ticket touting offences under section 166 of the Criminal Justice & Public Order Act 1994 (as amended).

3 The Club excludes to the maximum extent permitted by law any liability for loss, injury or damage to persons/property in or around the Ground.

4 No guarantees can be given by the Club that a Match will take place at a particular time or on a particular date & the Club reserves the right to reschedule the Match without notice & without any liability whatsoever, save only to the extent provided pursuant to paragraph 5.

5 In the event of the postponement or abandonment of the Match, refunds (if any) will be made in accordance with the Club's Customer Charter. The Club will have no further liability whatsoever, including (but not limited to) any indirect or consequential loss or damage, such as (but not limited to) loss of enjoyment or travel costs.

6 All persons seeking entrance to the Ground acknowledge the Club's right to search any person entering the Ground & to refuse entry to or eject from the Ground any person refusing to submit to such a search.

7 The following articles must not be brought within the Ground - knives, Illegal Substances, fireworks, smoke canisters, air-horns, flares, weapons, dangerous or hazardous items, laser devices, bottles, glass vessels, cans, poles & any article that might be used as a weapon and / or compromise public safety. Any person in possession of such items will be refused entry to the Ground.

8 Further, you may not bring into the Ground:

8.1 any sponsorship, promotional or marketing materials save in respect of official club merchandise and / or other football related clothing worn in good faith.

8.2 any flags or banners larger than those maximum dimensions permitted by the Club from time to time (or, in the absence of such stipulations, 2 metres x 1 metre) and / or of an offensive nature.

8.3 nor may you offer (either free or for sale by any person) any goods (including literature) of any nature, without the express written approval of the Club's management.

9 The following activities are strictly forbidden & will result in arrest and / or ejection from the Ground. The Club may impose a ban for one or more Matches:

9.1 use of threatening behaviour, foul or abusive language.

9.2 attempting to enter the Ground or be inside the Ground whilst under the influence of an Illegal substance; & /or

9.3 being in possession of an Illegal Substance when entering the Ground or inside the Ground

10 Racial, homophobic, or discriminatory abuse, Tragedy chanting, sexist/misogynistic language or harassment is strictly forbidden & will result in arrest and / or ejection from the Ground. The Club may impose a ban for one or more Matches.

11 The following acts are offences under the Football (Offences) Act 1991 (as amended):

11.1 the throwing of any object within the Ground without lawful authority or excuse.

11.2 the chanting of anything of an indecent or racialist nature.

11.3 the entry onto the playing area or any adjacent area to which spectators are not generally admitted without lawful authority or excuse. Conviction may result in a Banning Order being made.

12 All persons entering the Ground may only occupy the seat allocated to them by their ticket (including those who have tickets to the Licensed Standing in Seated Area pursuant to paragraph 15 below) & must not move from any one part of the Ground to another without the express permission or instruction of any steward, officer of the Club and / or any police officer.

13 Nobody may stand in any seating area whilst play is in progress (except those persons who have tickets to the Licensed Standing in Seated Area pursuant to paragraph 15 below). Persistent standing in seated areas, other than Licensed Standing Seated Areas, whilst play is in progress is strictly forbidden & may result in ejection from the Ground.

14 The obstruction of gangways, access ways, exits & entrances, stairways & like places is strictly forbidden. Nobody entering the Ground shall be permitted to climb any structures within the Ground.

15 Where the Club operates licensed standing in seated accommodation areas at the Ground as part of the UK Government's scheme on safe standing in conjunction with the Sports Grounds Safety Authority (the "Licensed Standing in Seated Areas"). Only ticketholders who have tickets to the Licensed Standing in Seated Areas are permitted to access the Licensed Standing in Seated Areas. Ticket holders who have tickets to the Licensed Standing in Seated Areas shall:

15.1 occupy the space in front of the seat allocated to them on their ticket only & must not move to different spaces within the Licensed Standing in Seated Areas or to different areas of the Ground;

15.2 expect that other spectators will be standing while play is in progress (although of course they may sit on their allocated seat before & after the activity, or during an interval or halftime break);

15.3 not sit or stand on the rails, or stand on the seats in the Licensed Standing in Seated Areas;

15.4 not be permitted to admit anyone who does not have a ticket to the Licensed Standing in Seated Areas to the Licensed Standing in Seated Areas;

15.5 be respectful towards staff, stewards, & other fans at all times;

15.6 behave appropriately in the Licensed Standing in Seated Areas – anti-social behaviour will not be tolerated;

15.7 unless needing to use facilities, not move around in the Licensed Standing in Seated Areas & shall stay in the designated space only as described on the relevant ticket & in accordance with paragraph 15.1;

15.8 not be permitted to stand in the gangways or on the steps in the Licensed Standing in Seated Areas to watch the Match & acknowledges that these are for accessing & leaving seats only; &

15.9 acknowledge that any failure to comply with the conditions set out in this paragraph 15 may lead to ticketholders being ejected from the Ground and / or banned from all Matches, & the Ground may lose the right to maintain the Licensed Standing in Seated Areas.

16 EFL stadia are smoke-free & smoking or the use of electronic cigarettes is not permitted inside the Ground.

17 Mobile telephones & other mobile devices are permitted within the Ground PROVIDED THAT (i) they are used for personal & private use only (which, for the avoidance of doubt & by way of example only, shall not include the capturing, logging, recording, transmitting, playing, issuing, showing, or any other communication of any Material for any commercial purposes); & (ii) no Material that is captured, logged, recorded, transmitted, played, issued, shown or otherwise communicated by a mobile telephone or other mobile device may be published or otherwise made available to any third parties including, without limitation, via social networking sites.

18 Under the Sporting Events (Control of Alcohol etc.) Act 1985 (as amended), the following are offences for which a person can be arrested by a police officer & conviction could result in a Banning Order being made:

18.1 attempting to enter the Ground or being inside the Ground whilst drunk; & / or

18.2 being in possession of any intoxicating liquor, or bottle, can or other portable container & which could cause damage or personal injury, when entering the Ground or in a public area of the Ground from which the event can be directly viewed.

19 Any individual who has entered any part of the Ground designated for the use of any group of supporters to which they do not belong may be ejected from the Ground either for the purposes of their own safety or for any other reason.

20 Save as set out in paragraph 17 above, no person (other than a person who holds an appropriate licence) may capture, log, record, transmit, play, issue, show or otherwise communicate (by digital or other means) any Material in relation to the Match, any players or other persons present in the Ground and / or the Ground, nor may they bring into the Ground or use within the Ground (or provide to, facilitate or otherwise assist another person to use within the Ground) any equipment or technology which is capable of capturing, logging, recording, transmitting, playing, issuing, showing or otherwise communicating (by digital or other means) any such Material.

21 The copyright, database rights & any other intellectual property rights in & to all Material that you produce at the Ground in relation to the Match, any players or other persons present in the Ground and / or the Ground (whether produced in breach of paragraph 20 above, or pursuant to paragraph 17 above, or otherwise) is hereby assigned (including by way of present assignment of future copyright pursuant to section 91 of the Copyright, Designs & Patents Act 1988) to the Club & the EFL. You further agree (if & whenever required to do so by the Club and / or the EFL) to promptly execute all instruments & do all things necessary to vest the right, title & interest in such rights to the Club & the EFL absolutely & with full title guarantee.

22 No goods (including literature) of any nature may be offered either free or for sale by any person within the Ground without the express written permission of the Club.

23 Tickets are not transferable & may not be offered for sale without the prior written permission of the Club or otherwise in accordance with the relevant ticket terms & conditions. Any tickets that are transferred are transferred subject to these Ground Regulations. Any tickets offered for sale may be confiscated by any steward, officer of the Club or any police officer. The Club reserves the right to refuse admission to or eject from the Ground, and / or exclude any person who has offered for sale or transferred his/her ticket in contravention of the relevant ticket terms & conditions (and / or the holder of any ticket that has been transferred in contravention of the relevant ticket terms & conditions). Tickets remain the property of the Club at all times.

24 CCTV cameras are in use around & in the Ground. Body worn video cameras recording video and / or audio may also be used as appropriate, to record images or audio which identifies you as an individual, for example to record prohibited behaviours as referenced in paragraphs 9, 10 & 11. The Club may itself use or pass to the police or any Football Authority or other clubs, any recordings for use in any proceedings.

25 At all times whilst present in the Ground, persons must comply with any & all instructions of any steward or officer of the Club and / or any police officer (including without limitation any instructions regarding health & safety such as those in respect of communicable diseases (& such persons shall comply with any government guidelines in respect of the same). Failure to comply with any instruction may lead to immediate ejection from the Ground.

26 By entering the Ground, all persons are acknowledging that photographic images and / or audio, visual and / or audio-visual recordings and / or feeds (and / or stills taken therefrom) may be taken of them & may also be used, by way of example & without limitation, in televised coverage of the game and / or for promotional, training, editorial or marketing purposes by the Club, the EFL or others (including commercial partners & accredited media organisations) & entry into the Ground constitutes consent to such use. You further acknowledge that photographic images and / or audio, visual and / or audio-visual recordings and / or feeds (and / or stills taken therefrom) may be used (by the Club or by a third party, such as a law enforcement body) to identify you as an individual, where permitted by data protection laws, for the purposes of preventing or detecting crime, or any breach of these Ground Regulations. Information about the Club's use of your personal data will be brought to your attention by the Club (see for example any applicable privacy policy, signage and / or other forms of announcement in or around the ground). For further information please contact the Club.

27 All ticket holders agree that the Matches for which the tickets have been purchased are public, & that their appearance & actions inside & in the perimeter of the Ground where a Match occurs are public in nature, & that they shall have no expectation of privacy with regard to their actions or conduct at Matches.

28 Further to paragraph 26, if such person is under 18 years of age, the parent, guardian, or responsible adult who is accompanying them into the Ground shall be deemed to have provided consent on their behalf.

29 Refused entry to (or ejection from) the Ground may lead to further action by the Club including, but not limited to, the withdrawal of any season ticket (without reimbursement), Club Membership & other benefits. Please read the applicable Terms & Conditions of Entry.

APPENDIX 2

2023/24 SEASON TICKETS - TERMS AND CONDITIONS

Cardiff City Football Club has a dedicated Ticket Office team working to ensure that purchasing tickets with us is as simple and easy as possible. Should you have any queries, please call our Ticket Office on **033 33 11 1920** (subject to advertised opening hours) or contact us via email at tickets@cardiffcityfc.co.uk.

2023/24 GENERAL SEASON TICKET HOLDER TERMS & CONDITIONS (EXCLUDES CORPORATE SEASON TICKETS)

Becoming a 2023/24 General Season Ticket holder will allow you to take advantage of a range of exclusive benefits over the course of the campaign, namely:

- Personalised Season Ticket Access Card or Personalised Digital Season Ticket Pass on your smartphone (subject to compatibility).
- Reserved seat with entry to 23 home League fixtures played at Cardiff City Stadium (subject to fixtures being played at full capacity).
- Access to our loyalty rewards programme, Bluebirds Rewards.
- Supporters who renew their Season Ticket in our **Early Bird Window** (before 5pm on June 9th 2023), will be awarded a starting balance of 150 points for our new loyalty rewards programme, Bluebirds Rewards.
- Opportunity to purchase away league tickets (subject to availability, COVID-19 restrictions and/or pre-determined sales criteria).
- Preferential access to Cup fixtures (where applicable, subject to availability).
- 10% discount on Cardiff City Matchday Hospitality and non-matchday stadium room bookings.
- Exclusive birthday offers and more.

All Season Ticket holders will have the option to download a digital NFC version of their Season Ticket via their online Ticketing Account (subject to device compatibility).

DELIVERY METHOD

Season Tickets can be purchased with two separate delivery methods at the point of purchase:

Delivery Method: New Card (Online purchase)
Price: £6

Delivery Method: New Card (Ticket Office Booking Purchase)
Price: £9

If a 2023/24 Season Ticket is purchased with this method, The Season Ticket holder will be sent a new access card for the 2023/24 Season via First Class post. Supporters also have the option to download a digital version of their Season Ticket directly from our official ticketing website to gain access to the stadium on matchdays, providing your phone meets the necessary smartphone capability for a digital mobile ticket/NFC Mobile Ticket.

Delivery method: Digital Season Ticket (Online purchase)
Price: £3

Delivery method: Digital Season Ticket (Ticket Office Booking Purchase)
Price: £6

Supporters who choose this delivery method at point of purchase will be sent an email prior to the season commencing, with a link to download their Season Ticket to their Google Pay or Apple Wallet. Supporters also have the option to download a digital version of their Season Ticket directly from either our official ticketing website or via the Cardiff City Official Club App, to gain access to the stadium on matchdays providing your phone meets the necessary smartphone capability for a digital mobile ticket/NFC Mobile Ticket.

Delivery method: Digital Season Ticket Reactivation (Online purchase)
Price: £3

Delivery method: Physical Season Ticket Reactivation (Ticket Office Booking purchase)
Price: £6

Supporters who choose this delivery method will have their current season ticket access card or digital ticket from the 22/23 season reactivated for the upcoming 23/24 season.

You can renew your Season Ticket via V12 Retail Finance online, accessible via tickets.cardiffcityfc.co.uk.
If you are applying for V12 Retail Finance, your Season Ticket will not be activated until after V12 Retail Finance pays the price of your Season Ticket to the Club.

Cardiff City Football Club Limited acts as a credit broker not a lender, and will introduce you to V12 Retail Finance Limited to complete your application for finance. We are authorised and regulated by the Financial Conduct Authority, Registration number 702636. We may receive a commission if your application is successful, and the amount may vary depending on the product chosen and the amount of credit taken out. Subject to status and affordability. Terms and conditions apply.
Cardiff City Football Club Limited, 109065, Cardiff City Stadium, Leckwith Road, Cardiff, CF11 8AZ

IF YOUR APPLICATION IS SUCCESSFUL, CARDIFF CITY FOOTBALL CLUB MAY RECEIVE FROM V12 RETAIL FINANCE EITHER A FLAT FEE OR AN AMOUNT OF COMMISSION WHICH VARIES DEPENDING ON THE PRODUCT CHOSEN AND THE VALUE OF YOUR SEASON TICKET.

- All Season Ticket finance applications are subject to status and availability.
- All Season Ticket finance applications are subject to an arrangement fee.
- Please be advised that if you apply for your Season Ticket via V12 Finance Ltd. online or via the Ticket Office and your application is not signed/agreed within seven days, your Season Ticket will be released for sale. If you do not receive any correspondence within 24 hours of applying, please contact the Ticket Office as soon as possible.
- If you have applied for your Season Ticket via V12 Finance Ltd. and have been unsuccessful in your application, you will need to contact the Ticket Office within seven days to arrange alternative payment. Failure to do so will result in your seat being reallocated for sale.
- Whilst we do not accept responsibility for renewal issues caused by system errors, our Ticket Office team will endeavour to assist you in rectifying the problem as efficiently as possible.

THE IMAGE BELOW SHOWS NUMBERED STADIUM ZONES FOR 2023/24 SEASON TICKETS:

Please note, not all areas are available for sale. Some areas may only be opened for sale when the demand is at a sufficient level.

The Club reserves the right to allocate areas available for sale, and if necessary, restrict or close areas for sale.



	EARLY BIRD WINDOW 2nd May (10am) - 9th June (5pm)	GENERAL PRICE POINT 9th June (5:30pm) Onwards
ZONE 1		
Adult	£479	£529
Seniors 60+	£359	£409
16-21 yrs	£289	£339
Juniors U16	£249	£279
ZONE 2		
Adult	£379	£429
Seniors 60+	£269	£319
16-21 yrs	£199	£249
Juniors U16	£159	£189
ZONE 3		
Adult	£329	£379
Seniors 60+	£239	£289
16-21 yrs	£159	£209
Juniors U16	£109	£139
Juniors U16 (With full paying adult)	£49	£79
ZONE 4		
Adult	£279	£329
Seniors 60+	£209	£259
16-21 yrs	£99	£149
Juniors U16	£69	£99
Juniors U16 (With full paying adult)	£49	£79
ZONE 4F		
Adult	£249	£299
Seniors 60+	£149	£199
16-21 yrs	£99	£149
Juniors U16	£49	£79
Juniors U16 (Family of four)	£549	£649
ZONE D		
Adult	£249	£299
Seniors 60+	£149	£199
16-21 yrs	£99	£149
Juniors U16	£49	£79

JUNIOR U14

A Junior under 14 years of age will not be permitted to enter the stadium without being accompanied by an individual aged 18 years or over.

JUNIOR (U16) WITH A FULL PAYING ADULT

When purchasing a Junior (U16) with a full paying adult Season Ticket, you must be seated together within the same area and price zone. This price class is only available when purchased in conjunction with the full paying adult ticket. The Club reserves the right to block Season Tickets from entry to the ground and demand an upgrade fee to the relevant price class should this price class not be purchased in conjunction with a full paying adult ticket as stipulated in the offer.

PERSONAL ASSISTANTS

Disabled Supporters can purchase a ticket (subject to availability) at the appropriate price band, which will include a complimentary ticket for their personal assistant if required. This is subject to the supporter providing the following proof at point of sale, where possible:

- Being in receipt of medium to high-rate Disability Living Allowance (DLA) mobility or care component.
- The Enhanced Rate Personal Independence Payment (PIP).
- The Severe Disablement Allowance.
- Certificate of Visual Impairment (CVI).
- A personal letter from your GP.

Other forms of proof may be accepted. Proof of eligibility may be required before tickets are issued. Proof of disability must be sent to **tickets@cardiffcityfc.co.uk** along with corresponding Fan IDs. Failure to do so may result in your Season Ticket Access Card or Season Ticket Digital Pass being blocked for entry. All Season Ticket holder benefits will be paused unless proof of disability has been provided, or the relevant upgrade fees are paid.

ADDITIONAL INFORMATION

- Personal Assistant Season Tickets are issued solely for the purpose of assisting Season Ticket holders with a disability.
- Personal Assistant Season Tickets must be located next to the Disabled Season Ticket holder.
- Personal Assistant Season Ticket holders will not be able to purchase away league tickets unless purchased with the disabled supporter that they assist. Should a Personal Assistant wish to travel away without the disabled person they assist, they will need to purchase a Club Membership or a full price Season Ticket to become eligible.

Season Tickets can be purchased in the following ways:

- 24-hour online booking – **tickets.cardiffcityfc.co.uk**
- Telephone – **033 33 11 1920** (subject to advertised opening hours)
- Ticket Office open to the public between 10am - 4pm on Tuesday, Wednesday and Fridays. (Opening hours are subject to change, please check social media channels for updates prior to travel)

Please regularly check **tickets.cardiffcityfc.co.uk** for all ticketing information and on sale dates. For further information, please call the Ticket Office on **033 33 11 1920** or email **tickets@cardiffcityfc.co.uk.**

SEASON TICKET PRICING

Cardiff City FC will continue to promote greater accessibility to tickets for matches, with a range of prices and facilities which encourage the widest possible support.

- **Prices Frozen for Early Bird Window**: Season Tickets purchased prior to 4:59pm on Friday 09th June 2023.
- **Standard Ticket Price Point (After Early Bird Window):** From 5:30pm on Friday 09th June 2023 onwards.

Please note that **Early Bird ticket pricing is only available until 4:59pm on Friday 09th June 2023**, after which point the price will default to the Standard Ticket Price Point.

Season Ticket prices may be subject to further price increases during the 2023/24 season.

INDIVIDUAL MATCH TICKET PROMOTIONS

Cardiff City Football Club reserves the right to run match ticket promotions for Individual home league fixtures, subject to EFL rules. In this instance no refund will be applicable to season ticket holders.

BLUEBIRDS CREDIT

- **The Bluebirds Credit scheme will ends at 5pm on Wednesday 31st May 2023.**
- Bluebirds Credit balances that are not utilised by 5pm on Wednesday 31st May 2023, will be transferred into an Online Ticketing Voucher which can be used against home League ticket/s and Season Ticket/s purchases for the 2023/24 season only.

SEASON TICKET DISCOUNT BASED ON MULTIPLE PURCHASES

Family of 4 Ticket:
Family of 4 Tickets are available in price Zone 4F Family Stand area only. A Family Ticket is valid for two full paying Adults and two Juniors U16 purchased in a single transaction, selecting the following price classes:
2 x Family of 4 - Adult
2 x Family of 4 - Child

JUNIOR U16 WITH A FULL PAYING ADULT SEASON TICKET

Junior U16 with a full paying Adult Season Tickets are only available in price Zones 3 and 4. A Junior U16 with a full paying Adult Season Ticket is valid for one full paying Adult and up to a maximum of two Juniors U16 purchased in a single transaction, selecting the following price classes:
1 x Adult
1 x Junior U16 (with a full paying adult) **or** 2 x Junior U16 (with a full paying adult)

CONCESSIONS

Concession prices are available to Juniors (15 & under), 16–21-year-olds and Senior Citizens (60+). Cardiff City FC reserve the right to change or remove the available concessions from season to season. The Season Ticket concession is applied at point of sale of the Season Ticket purchase.

Please Note: A Junior Under 14 years of age will not be permitted to enter the stadium without being accompanied by an individual aged 18 years or over.

If a Season Ticket Access Card or Digital Season Ticket Pass is deemed to be misused (e.g., an adult uses a concessionary Season Ticket), the Season Ticket Card will be confiscated upon entry to the ground, or the Digital Season Pass blocked for access. The Season Card/Digital Pass will only be returned or re-activated upon receipt of payment for the relevant upgrade charge, in addition to a penalty fee of £10 per user. All Season Ticket holder benefits will be stopped until the upgrade fee is paid.

FAMILY STAND POLICY

Cardiff City Football Club strives to provide the safest environment when it comes to bringing families to football.
We are always looking to welcome the next generation of Bluebirds to Cardiff City Stadium, and, as such, will implement policies and procedures to maintain the integrity of our Family Stand. On this basis, we must make sure that the Stand has a suitable mix of adults, concessions and children.

Our Club policy in the Family Stand is as follows:
a. There must be at least one Junior U16 and one Adult (18yrs or over) within a group purchase, in addition to a maximum of two Adults to one Junior U16 ratio.
b. There are no Junior U16s permitted without an accompanying Adult (18yrs or over), and no Adults (18yrs or over) permitted without an accompanying Junior U16. Please be advised, you may be asked to provide documentation for proof of age at both point of sale and/or at the turnstile.

If the ratio of adults to Junior U16 no longer meets the Club policy upon Season Ticket renewal, the booking will not be valid for renewal in the Family Stand. In this instance, the group will be asked to relocate to another area of the stadium. Alternative options will be provided by the Ticket Office team. Please be advised that an upgrade fee will be applied in this instance, based on the chosen area of relocation.

RETURNS AND REFUNDS

Season Tickets are **NON-REFUNDABLE**. Season Tickets can be transferred to the name of another supporter on a seasonal basis for the fee of £10 plus any additional upgrade charges (written authorisation is required from the current Season Ticket holder, or Next of Kin for this to be actioned).

In the unfortunate event that a Supporter who holds a Season Ticket passes away, no refund will be provided. A Season Ticket may be transferred into the name of another supporter for an administration fee of £10, subject to the production of a Death Certificate and official proof of Next of Kin status. If the new supporter, whom you wish to transfer the season ticket to, falls within a higher priced age bracket or wishes to upgrade to a higher priced seating area, the £10 administration fee will apply to transfer the Season Ticket, in addition to any upgrade fees. No refunds will be provided in the event of a downgraded Season Ticket transfer.

SEASON TICKET OWNERSHIP DISPUTES

If a Season Ticket is purchased by someone other than the seated Season Ticket holder and a dispute occurs, the individual who purchased the Season Ticket/s will have full rights to any Season Tickets purchased within the transaction (subject to proof of purchase being provided).

SEASON TICKET CONCESSION UPGRADES

Season Ticket upgrades will be calculated based on the prices set at the time of the original Season Ticket purchase, and will not be calculated based on any events that may have passed (e.g., a Junior U16 Season Ticket purchased during the Early Bird price window that has been utilised for game entry, can be upgraded to an adult Season Ticket but will be charged at the original Early Bird Adult rate, not taking into consideration any games that may have passed). Once purchased, Season Tickets can be upgraded to a higher priced area, subject to relevant upgrade fees being paid. Season Ticket upgrades will also incur an administration fee of £5. This includes a new Season Ticket Access Card if requested.

SEASON TICKET MOVEMENT

A Season Ticket can be moved to any area of the ground for an administration fee of £10. Season Tickets can be upgraded to a higher priced area, subject to any relevant price difference being paid.

PURCHASING AWAY LEAGUE TICKETS

Season Ticket holders will have priority of purchase on away league tickets over Club Members and Flex ticket holders (subject to availability, COVID-19 restrictions or any alternative pandemic restrictions, and pre-determined sales criteria). Concession categories for away league fixtures may vary to those at Cardiff City FC, as these are determined by the home club's ticketing policy.

ADMINISTRATION FEES AND CHARGES

The following charges apply at the Ticket Office:

- Season Tickets purchased online via our ticketing platform will be subject to either a £3 or a £6 per Ticket administration fee, dependent on the Delivery Method selected (stated above).
- Season Tickets purchased in person or via our telephone system will be subject to either a £6 or a £9 per Ticket administration fee, dependent on the Delivery Method selected (stated above).
- Lost Season Ticket Card: £10 replacement fee.
- Forgotten Season Ticket Card on Matchday: £5 charge for a barcoded paper ticket issue, or £1 charge for a Digital Ticket reissue (providing your mobile phone meets the necessary smartphone capability for a digital/NFC pass mobile ticket).
- Stolen Season Ticket Card: Re-issued free of charge on production of a valid crime number.
- Season Ticket holders can request their Season Ticket to be printed as a barcoded paper ticket, for a one-off fixture, for a £5 fee. The ticket will be made available for collection on matchday, following the production of photographic identification (driver's licence or passport).
- Season Ticket holders can also request their Season Ticket to be issued as a digital ticket, for a one-off event, for a £1 fee. Digital tickets can be forwarded via your online ticketing account free of charge once the fee has been paid, providing your phone meets the necessary smartphone capability for a digital/NFC pass mobile ticket.
- Supporters in receipt of the forwarded Ticket will need to create an individual Bluebirds Club Account to access the ticket.
- Moving, upgrading, or downgrading a Season Ticket will be subject to a £5 administration charge, plus any additional fees that may apply.

To seek further clarification on this matter, please email the Cardiff City FC Ticket Office (tickets@cardiffcityfc.co.uk)

MISUSED SEASON TICKETS

If a Season Ticket Access Card or Digital NFC Season Ticket Pass is deemed to be misused (e.g., an adult uses a concessionary Season Ticket), the Season Ticket Card will be confiscated upon entry to the ground, or the Digital Season Pass blocked for access. The Season Card/ Digital Pass will only be returned or re-activated upon receipt of payment for the relevant upgrade charge, in addition to a penalty fee of £10 per user. All Season Ticket holder benefits will be stopped until the upgrade fee is paid.

COVID-19 RESTRICTIONS

The Club's decision in relation to the management of COVID-19 restrictions, including management of social distancing measures and/or reduced spectator capacity at Cardiff City Stadium, shall be final.
Refunds will not be provided should a Season Ticket holder miss a fixture due to illness or a positive/inconclusive COVID-19 test.

BEHIND CLOSED DOORS / REDUCED CAPACITY FIXTURES

If any home fixture included as part of your Season Ticket is played behind closed doors, or with a reduced capacity (that affects your purchase) during the 2023/24 season, it is our intention to offer all Season Ticket holders the chance to enter the selection process for a chance to secure a ticket for a reduced capacity home league match.

The Club will announce individual on-sale dates for these events at the appropriate time. Supporters will need to apply for each reduced capacity home league fixture via our official ticketing website: **tickets.cardiffcityfc.co.uk**

The order of the sale will be determined after consideration of government guidelines at the time and subsequently published on our official website.

In the event of fixtures being played with reduced capacity restrictions, we cannot guarantee that your renewed/purchased Season Ticket seat will be available. In such cases we will issue you ticket for an alternative seat, subject to availability and selection procedure in place.

Those who are unsuccessful in their application for a ticket for a reduced capacity fixture, will be awarded an online ticketing voucher to the value of their Season Ticket price per game which can be used towards the renewal of a 2024/25 Season Ticket or towards home league tickets during the 2024/25 season.

The Club will aim to provide the opportunity for current 2023/24 Season Ticket holders to purchase a streaming pass for such events, subject to streaming passes being offered by the EFL and governing bodies. Streaming pass prices are set by the EFL, and if made available, must be purchased individually.

The Club commits to reviewing its policy at regular intervals, in accordance with Welsh Government or relevant governing body policy.

ABANDONED / POSTPONED MATCHES

In the case of an abandoned or postponed fixture, Season Ticket holders are entitled to use their original ticket to access the re-arranged game. The club does not provide refunds for any postponed or rearranged matches for Season Ticket holders.
If a match is abandoned after spectators are admitted to the ground but before kick-off, ticket holders will be entitled to free admission to the rearranged match.
If a match is abandoned after kick-off, the Club reserves the right to charge the full ticket price for the rearranged match; however, every effort will be made to avoid this.

MATCH CANCELLATIONS

If a match is cancelled and is not to be rearranged, Season Ticket holders will be entitled to a pro-rata refund to the value of their Season Ticket for that event. Season Ticket holders will have the opportunity to select their preferred method of refund, to include a cash or card refund, a ticketing voucher to be held on the Season Ticket holder's ticketing account, or a donation to the Cardiff City FC Academy.

FIXTURES PLAYED AT FULL CAPACITY

On reintroduction of home league fixtures at full capacity (Subject to relevant governing body/Welsh Government approval), all 2023/24 Season Ticket holders will be able to attend the event and sit in their purchased Season Ticket seats as part of their Season Ticket package. No refund will be provided for those who do not attend.

2023/24 CAR PARK SEASON TICKETS

Car Park Season Tickets entitle the holder to access their designated parking area for 23 home League fixtures during the 2023/24 season. **Access may be denied if you arrive 60 minutes or less before the designated kick-off time.**

Car Park Season Tickets can be used for selected pre-season friendlies, Carabao Cup and FA Cup fixtures played at Cardiff City Stadium where the holder has purchased a ticket for the event (Subject to availability). Duplicate passes will not be issued if your original car park hanger is lost or stolen.

Car Park Season Ticket holders who have an existing car park pass from the 2022/23 season must renew online by **11:59pm** on **Sunday, 21st May 2023**. Any renewals not processed by this date will be released for sale.

MATCH CANCELLATIONS

If a match is cancelled and is not to be rearranged, Season Ticket holders will be entitled to a pro-rata refund to the value of their Season Ticket, as well as their Car Park Season Ticket, for that event. Season Ticket holders will have the opportunity to select their preferred method of refund, to include a cash or card refund, a ticketing voucher to be held on the Season Ticket holder's ticketing account, or a donation to the Cardiff City FC Academy.

FURTHER INFORMATION

Please be aware that all fixtures are subject to change. Supporters are advised to keep up to date with the official club website, club App and social media channels for any updates throughout the season.

We ask supporters to ensure that all contact information, including address details, is up to date prior to confirming a booking.

The Club reserves the right to relocate, when necessary, either a Season Ticket or a matchday ticket purchase. Should this situation occur, supporters will be contacted. There will be no compensation or refund issued.

DATA SHARING

By purchasing a 23/24 Season Ticket, you are agreeing to Cardiff City FC sharing your data with third-party company, Fourth Wall Creative, for the purpose of fulfilment

APPENDIX 3

2023/24 Club Membership Terms & Conditions

- Cardiff City Football Club has a dedicated Ticket Office team working to ensure that purchasing tickets with us is as simple & easy as possible. Should you have any queries, please call our Ticket Office on 033 33 11 1920 (subject to advertised opening hours) or contact us via email on tickets@cardiffcityfc.co.uk.

- Club Memberships can be purchased in the following ways: • 24 Hour Online Booking – tickets.cardiffcityfc.co.uk • Telephone – 033 33 11 1920 (subject to advertised opening hours) Please regularly check cardiffcityfc.co.uk/tickets for all ticketing information & ticket office opening hours.

- Club Memberships are NON-REFUNDABLE. They can be transferred to the name of another supporter on a seasonal basis for the fee of £5 + any additional upgrade charges (written authorisation is required from the current Club Member for this to be actioned).

- Tickets for away fixtures will be available to Club Members, subject to sales criteria & ticket availability.

- Concession categories for away league fixtures may vary to those at Cardiff City FC, as these are determined by the away club's ticketing policy.

- There are some fees & charges applicable to members in certain scenarios
    - Stolen Membership Card: printed free of charge on production of a valid crime number
    - Reprint of a lost Club Membership Card £5

- Membership concession prices are applied based on the age of the supporter at the time of purchase.

- Cardiff City FC reserve the right to change or remove the available concessions at any time

- By purchasing a Club Membership, you are agreeing to Cardiff City FC sharing your data with third-party company, Fourth Wall Creative for the purpose of fulfilment.

APPENDIX 4

2023/24 Junior Membership Terms & Conditions

- Junior Bluebirds Memberships are NON-REFUNDABLE.

- Club Memberships can be transferred to the name of another supporter on a seasonal basis for the fee of £5 + any additional upgrade charges (written authorisation is required from the current Club Member for this to be actioned).

- There are some fees & charges applicable to members in certain scenarios
    - Stolen Membership Card: printed free of charge on production of a valid crime number
    - Reprint of a lost Club Membership Card £5

- Membership concession prices are applied based on the age of the supporter at the time of purchase.

- Cardiff City FC reserve the right to change or remove the available concessions at any time

- By purchasing a Club Membership, you are agreeing to Cardiff City FC sharing your data with third-party company, Fourth Wall Creative for the purpose of fulfilment.

APPENDIX 5

Club Privacy Policy

Privacy Notice

This is the privacy notice of Cardiff City Football Club. In this document, "we", "our", or "us" refers to Cardiff City Football Club.

We are company number 00109065 registered in the United Kingdom.

Our registered office is at Cardiff City Stadium, Leckwith Road, Cardiff, CF11 8AZ

Introduction

1. This is a notice to inform you of our policy about all information that we record about you. It sets out the conditions under which we may process any information that we collect from you, or that you provide to us. It covers information that could identify you ("personal information (PII)") & information that could not. In the context of the law & this notice, "process" means collect, store, transfer, use or otherwise act on information.
2. We regret that if there are one or more points below with which you are not happy, your only recourse is to leave our website immediately.
3. We take seriously the protection of your privacy & confidentiality. We understand that all visitors to our website are entitled to know that their personal data will not be used for any purpose unintended by them & will not accidentally fall into the hands of a third party.
4. We undertake to preserve the confidentiality of all information you provide to us, & hope that you reciprocate.
5. Our policy complies with UK law accordingly implemented, including that required by the EU General Data Protection Regulation (GDPR).
6. The law requires us to tell you about your rights & our obligations to you in regards to the processing & control of your personal data. We do this now, by requesting that you read the information provided at www.knowyourprivacyrights.org

In brief, if you think that we are holding your PII, then you can make a request to us. We will verify the request & if we do, you have a number of rights in relation to that information.

You can ask us for: access to it, to rectify, erase & restrict it, to object to it being processed (used in any way), or to withdraw consent for it to be processed.

We must also tell you the reasons for which we are holding (processing) your personal data, the categories of data that we are holding, how long we plan to hold it & details of any recipients.

In certain circumstances, you can also ask us for a copy of your data, in machine format, to allow for the transference of the data, to another organisation. Please contact dpo@cardiffcityfc.co.uk by email or by using any of the mechanisms detailed above, if you wish to exercise any of those rights. We have one month to respond to any such request.

Supervisory Authority

If you don't feel that we have responded correctly to any request that you may make of them, regarding your data, you have the right to complain to a Supervisory Authority. In the United Kingdom, the Supervisory Authority is the Information Commissioner's Office. https://ico.org.uk/concerns / 0303 123 1113.

1. Except as set out below, we do not share, or sell, or disclose to a third party, any information collected through our website.

The basis on which we process information about you

The law requires us to determine under which of six defined terms we process different categories of your personal information, & to notify you of the basis for each category.

If a basis on which we process your personal information is no longer relevant, then we shall immediately stop processing your data.

If the basis changes then if required by law we shall notify you of the change & of any new basis under which we have determined that we can continue to process your information.

1. Information we process because we have a contractual obligation with you

When you create an account on our website, buy a product or service from us, or otherwise agree to our Terms & Conditions, a contract is formed between you & us.

In order to carry out our obligations under that contract we must process the information you give us. Some of this information may be personal information.

We may use it in order to:

1.1. verify your identity for security purposes

1.2. sell products to you

1.3. provide you with our services

1.4. provide you with suggestions & advice on products, services & how to obtain the most from using our website

We process this information on the basis there is a contract between us, or that you have requested we use the information before we enter into a legal contract.

Additionally, we may aggregate this information in a general way & use it to provide class information, for example to monitor our performance with respect to a particular service we provide. If we use it for this purpose, you as an individual will not be personally identifiable.

We shall continue to process this information until the contract between us ends or is terminated by either party under the terms of the contract.

2. Information we process with your consent

Through certain actions when otherwise there is no contractual relationship between us, such as when you browse our website or ask us to provide you more information about our Club, including our products & services, you provide your consent to us to process information that may be personal information.

The Club's Preference Centre provides all supporters with the opportunity to define & control communications that they receive from the Club. Once registered, it is possible to log in to the Preference Centre to change or delete any of the information.

Wherever possible, we aim to obtain your explicit consent to process this information, for example, by asking you to agree to our use of cookies.

Sometimes you might give your consent implicitly, such as when you send us a message by e-mail to which you would reasonably expect us to reply.

Except where you have consented to our use of your information for a specific purpose, we do not use your information in any way that would identify you personally. We may aggregate it in a general way & use it to provide class information, for example to monitor the performance of a particular page on our website.

If you have given us explicit permission to do so, such as in the Preference Centre options, we may from time to time pass your name & contact information to selected associates whom we consider may provide services or products you would find useful.

We continue to process your information on this basis until you withdraw your consent or it can be reasonably assumed that your consent no longer exists.

You may withdraw your consent at any time by instructing us by email at dpo@cardiffcityfc.co.uk or by sending a letter to the Data Protection Officer at the Club. However, if you do so, you may not be able to use our website or our services further.

3. Information we process because we have a legal obligation

We are subject to the law like everyone else. Sometimes, we must process your information in order to comply with a statutory obligation.

For example, we may be required to give information to legal authorities if they so request or if they have the proper authorisation such as a search warrant or court order.

This may include your personal information.

Specific uses of information you provide to us

4. Information provided on the understanding that it will be shared with a third party

Our website may allow you to post information with a view to that information being read, copied, downloaded, or used by other people.

Examples include:

4.1. posting a message our forum

4.2. tagging an image

4.3. clicking on an icon next to another visitor's message to convey your agreement, disagreement or thanks

In posting personal information, it is up to you to satisfy yourself about the privacy level of every person who might use it.

We do not specifically use this information except to allow it to be displayed or shared.

Once your information enters the public domain, we have no control over what any individual third party may do with it. We accept no responsibility for their actions at any time.

Provided your request is reasonable & there is no legal basis for us to retain it, then at our discretion we may agree to your request to delete personal information that you have posted. You can make a request by contacting us at dpo@cardiffcityfc.co.uk

5. Complaints regarding content on our website

If you complain about any of the content on our website, we shall investigate your complaint.

If we feel it is justified or if we believe the law requires us to do so, we shall remove the content while we investigate.

If we think your complaint is vexatious or without any basis, we shall not correspond with you about it.

6. Information relating to your method of payment

At the point of payment, you are transferred to a secure page on the website of our Ticketing or Retail Partners. That page may be branded to look like a page on our website, but it is not controlled by us.

The security of your Credit Card data is of paramount importance to us.

Card payment is taken using Optomany managed service. As a member of the Payment Card Industry Security Standards Council (PCI SSC), Optomany is dedicated to ensuring merchants & customers alike are protected against card data fraud. Transaction authorisation, settlement & management with PAYware Ocius is delivered through a PCI DSS Level 1 certified payment processing infrastructure.

Optomany's solution includes tokenisation, which eliminates the need to store sensitive cardholder details by replacing the card details with a unique reference code.

Your credit card details are not held on our servers.

Please ensure that you are in agreement with the terms, conditions, Privacy & Cookie Policies on these payment websites before interacting with any such website or making any purchase.

7. Information about your direct debit

When you agree to set up a direct debit arrangement, the information you give to us is passed to our own bank for processing according to our instructions. We do not keep a copy.

We are registered under the direct debit guarantee scheme. This provides for the customer's bank to refund disputed payments without question, pending further investigation. Direct debits can only be set up for payments to beneficiaries that are approved originators of direct debits. In order to be approved, these beneficiaries are subjected to careful vetting procedures. Once approved, they are required to give indemnity guarantees through their banks.

8. Job application & employment

If you send us information in connection with a job application, we may keep it for up to six months in case we decide to contact you at a later date.

If we employ you, we collect information about you & your work from time to time throughout the period of your employment. This information will be used only for purposes directly relevant to your employment. Further detail is contained in our Staff Manual which is only available to employed staff.

9. Sending a message to our support team

When you contact us, whether by telephone, through our website or by e-mail, we collect the data you have given to us in order to reply with the information you need.

We do not keep any personally identifiable information associated with your message, such as your name or email address.

10. Complaining

When we receive a complaint, we record all the information you have given to us. We use that information to resolve your complaint.

We may also compile statistics showing information obtained from this source to assess the level of service we provide, but not in a way that could identify you or any other person.

11. Affiliate & business partner information

This is information given to us by you in your capacity as an affiliate of us or as a business partner.

It allows us to recognise visitors that you have referred to us, & to credit to you commission due for such referrals. It also includes information that allows us to transfer commission to you.

The information is not used for any other purpose.

We undertake to preserve the confidentiality of the information & of the terms of our relationship.

We expect any affiliate or partner to agree to reciprocate this policy.

Use of information we collect through automated systems when you visit our website

12. Cookies

Cookies are small text files that are placed on your computer's hard drive by your web browser when you visit any website. They allow information gathered on one web page to be stored until it is needed for use on another, allowing a website to provide you with a personalised experience & the website owner with statistics about how you use the website so that it can be improved.

Some cookies may last for a defined period of time, such as one day or until you close your browser. Others last indefinitely.

For further information on how we use cookies, please refer to our cookie policy.

https://www.cardiffcityfc.co.uk/cookie-policy

13. Personal identifiers from your browsing activity

Requests by your web browser to our servers for web pages & other content on our website are recorded.

We record information such as your geographical location, your Internet service provider & your IP address. We also record information about the software you are using to browse our website, such as the type of computer or device & the screen resolution.

We use this information in aggregate to assess the popularity of the webpages on our website & how we perform in providing content to you.

If combined with other information we know about you from previous visits, the data possibly could be used to identify you personally, even if you are not signed into our website.

14. Our use of re-marketing

Re-marketing involves placing a cookie on your computer when you browse our website in order to be able to serve to you an advert for our products or services when you visit some other website.

We may use a third party to provide us with re-marketing services from time to time. If so, then if you have consented to our use of cookies, you may see advertisements for our products & services on other websites.

Disclosure & sharing of your information

15. Information we obtain from third parties.

Although we do not disclose your personal information to any third party (except as set out in this notice), we sometimes receive data that is indirectly made up from your personal information from third parties whose services we use.

16. Third party advertising on our website

Third parties may advertise on our website. In doing so, those parties, their agents or other companies working for them may use technology that automatically collects information about you when their advertisement is displayed on our website.

They may also use other technology such as cookies or JavaScript to personalise the content of, & to measure the performance of their adverts.

We do not have control over these technologies or the data that these parties obtain. Accordingly, this privacy notice does not cover the information practices of these third parties.

17. Credit reference

To assist in combating fraud, we share information with credit reference agencies, so far as it relates to clients or customers who instruct their credit card issuer to cancel payment to us without having first provided an acceptable reason to us & given us the opportunity to refund their money.

18. Data may be processed outside the European Union

This section does not apply as our websites are hosted in the European Union.

Access to your own information

19. Access to your personal information

19.1. At any time you may review or update personally identifiable information that we hold about you, by signing in to the Preference Centre.

19.2. To obtain a copy of any information that is not provided on our website you may send us a request at dpo@cardiffcityfc.co.uk

19.3. After receiving the request, we will tell you when we expect to provide you with the information.

20. Removal of your information

If you wish us to remove personally identifiable information from our website, you may contact us at dpo@cardiffcity.co.uk

This may limit the service we can provide to you.

21. Verification of your information

When we receive any request to access, edit or delete personal identifiable information we shall first take reasonable steps to verify your identity before granting you access or otherwise taking any action. This is important to safeguard your information.

Other matters

22. Use of site by children

We understand that children & young people, including those under 13 years of age (“minors”), may visit the Online Facilities or otherwise interact with us. Minors may need their parent or guardian’s permission to use or access certain facilities or receive certain information through the Online Facilities. Minors may also be asked to confirm they have that permission, & we reserve the right to verify parental or guardian consent, where required.

We try not to make a minor's participation in activities with us contingent on the minor disclosing any more personal information than is reasonably necessary in order to do so. We do not actively market to minors or use (or pass to any third party) personal information on persons known to be minors for any commercial purposes, without proper consent.

Other age restrictions may apply to certain products, services or opportunities available

23. Encryption of data sent between us

We use Secure Sockets Layer (SSL) certificates to verify our identity to your browser & to encrypt any data you give us.

24. How you can complain

24.1. If you are not happy with our privacy policy or if have any complaint then you should tell us by email. Our address is dpo@cardiffcityfc.co.uk

24.2. If a dispute is not settled, then we hope you will agree to attempt to resolve it by engaging in good faith with us in a process of mediation or arbitration.

24.3. If you are in any way dissatisfied about how we process your personal information, you have a right to lodge a complaint with the Information Commissioner's Office. This can be done at https://ico.org.uk/concerns/

25. Retention period for personal data

Except as otherwise mentioned in this privacy notice, we keep your personal information only for as long as required by us:

25.1. to provide you with the services you have requested;

25.2. to comply with other law, including for the period demanded by our tax authorities;

25.3. to support a claim or defence in court.

26. Compliance with the law

Our privacy policy has been compiled so as to comply with the law of every country or legal jurisdiction in which we aim to do business. If you think it fails to satisfy the law of your jurisdiction, we should like to hear from you.

However, ultimately it is your choice as to whether you wish to use our website.

27. Review of this privacy policy

We may update this privacy notice from time to time as necessary. The terms that apply to you are those posted here on our website on the day you use our website. We advise you to print a copy for your records.

If you have any question regarding our privacy policy, please contact us at dpo@cardiffcityfc.co.uk.

© Andrew Taylor & Net Lawman Ltd/Cardiff City Football Club

APPENDIX 6

Match Day Tickets

Tickets can be purchased in the following ways:

- 24hr online booking – tickets.cardiffcityfc.co.uk
- Telephone – 033 33 11 1920 (subject to advertised opening times)

For further information on opening times, please check the Cardiff City Football Club official website.

If you are an away supporter looking to purchase tickets for your team's visit to the Cardiff City Stadium, please purchase your tickets through your Club directly.

Season tickets are not eligible to be upgraded on the day of the game. Should you wish to upgrade a season ticket, this will need to be done in advance of the matchday.

Pricing

The Club reserves the right to reduce prices for certain home league fixtures during the season for promotional purposes. The fixture categorizations & pricing table can be found below.



BRONZE	CLUB MEMBERSHIP PRICING (PRE-MATCHDAY)	GENERAL PRICING (PRE-MATCHDAY)	MATCHDAY PRICING
ZONE 1			
Adult	£26	£29	£32
Seniors 60+	£21	£24	£27
16-21 yrs	£18	£21	£24
Juniors U16	£15	£17	£19
ZONE 2			
Adult	£22	£25	£28
Seniors 60+	£17	£20	£23
16-21 yrs	£14	£17	£20
Juniors U16	£11	£13	£15
ZONE 3			
Adult	£19	£22	£25
Seniors 60+	£16	£19	£22
16-21 yrs	£12	£15	£18
Juniors U16	£9	£11	£13
ZONE 4			
Adult	£17	£20	£23
Seniors 60+	£14	£17	£20
16-21 yrs	£9	£12	£15
Juniors U16	£7	£9	£11
ZONE 4F - FAMILY STAND			
Adult	£16	£19	£22
Seniors 60+	£12	£15	£18
16-21 yrs	£9	£12	£15
Juniors U16	£6	£8	£10
Family Ticket (Family of four)	£N/A	£46	£46
ZONE D - ACCESSIBILITY AREA			
Adult	£16	£19	£22
Seniors 60+	£12	£15	£18
16-21 yrs	£9	£12	£15
Juniors U16	£6	£8	£10

SILVER	CLUB MEMBERSHIP PRICING (PRE-MATCHDAY)	GENERAL PRICING (PRE-MATCHDAY)	MATCHDAY PRICING
ZONE 1			
Adult	£28	£31	£34
Seniors 60+	£23	£26	£29
16-21 yrs	£19	£22	£25
Juniors U16	£16	£18	£20
ZONE 2			
Adult	£24	£27	£30
Seniors 60+	£19	£22	£25
16-21 yrs	£15	£18	£21
Juniors U16	£12	£14	£16
ZONE 3			
Adult	£21	£24	£27
Seniors 60+	£17	£20	£23
16-21 yrs	£13	£16	£19
Juniors U16	£10	£12	£14
ZONE 4			
Adult	£19	£22	£25
Seniors 60+	£15	£18	£21
16-21 yrs	£10	£13	£16
Juniors U16	£8	£10	£12
ZONE 4F - FAMILY STAND			
Adult	£17	£20	£23
Seniors 60+	£13	£16	£19
16-21 yrs	£10	£13	£16
Juniors U16	£7	£9	£11
Family Ticket (Family of four)	£N/A	£46	£46
ZONE D - ACCESSIBILITY AREA			
Adult	£17	£20	£23
Seniors 60+	£13	£16	£19
16-21 yrs	£10	£13	£16
Juniors U16	£7	£9	£11

GOLD	CLUB MEMBERSHIP PRICING (PRE-MATCHDAY)	GENERAL PRICING (PRE-MATCHDAY)	MATCHDAY PRICING
ZONE 1			
Adult	£30	£33	£36
Seniors 60+	£25	£28	£31
16-21 yrs	£20	£23	£26
Juniors U16	£17	£19	£21
ZONE 2			
Adult	£26	£29	£32
Seniors 60+	£21	£24	£27
16-21 yrs	£16	£19	£22
Juniors U16	£13	£15	£17
ZONE 3			
Adult	£23	£26	£29
Seniors 60+	£18	£21	£24
16-21 yrs	£14	£17	£20
Juniors U16	£11	£13	£15
ZONE 4			
Adult	£21	£24	£27
Seniors 60+	£16	£19	£22
16-21 yrs	£11	£14	£17
Juniors U16	£9	£11	£13
ZONE 4F - FAMILY STAND			
Adult	£18	£21	£24
Seniors 60+	£14	£17	£20
16-21 yrs	£11	£14	£17
Juniors U16	£8	£10	£12
Family Ticket (Family of four)	£N/A	£46	£46
ZONE D - ACCESSIBILITY AREA			
Adult	£18	£21	£24
Seniors 60+	£14	£17	£20
16-21 yrs	£11	£14	£17
Juniors U16	£8	£10	£12



Home Match Ticket Concession Definition

A 'Junior U14' is defined as a person under 14 years of age at the time of purchase. A junior U14 will not be permitted entry to the stadium without being accompanied by an individual aged 18 or over. If entry is made, we reserve the right to eject the individual, whilst engaging advice & assistance from our Safeguarding Team.
A 'Junior U16' is defined as a person under 16 years of age at the time of purchase.
A 'Senior' is defined as a person aged 60 years or over at the time of purchase.
A '16-21' is defined as a person between the ages of 16 & 21 at the time of purchase.

Returns & Refunds of single Match Tickets

Please be aware that all fixtures are subject to change.

It is your responsibility to ensure that your address details are up to date/correct upon purchasing your match tickets to ensure that your tickets are sent to the correct place. If you opt for paper tickets & have not received your tickets, please contact the Ticket Office at least 48hrs prior to the event. Cardiff City Football Club are not liable for paper tickets once they have been collected by the Royal Mail.

In the case of abandoned fixtures, match ticket holders are entitled to use their original ticket to access the re-arranged game. However, if you are unable to attend the re-arranged fixture, you will need to notify the ticket office prior to the kick-off of the re-arranged date, only 50% of the face value of the match ticket may be refunded.

In the case of re-arranged fixtures, match ticket holders are entitled to use their original ticket to access the re-arranged date. However, if you are unable to attend the re-arranged fixture, you will need to notify the ticket office prior to the kick-off of the re-scheduled date to request a refund.

Purchasing Away League Tickets

Season ticket holders may have priority of purchase on away league tickets over Club Members & Junior Bluebird Members, subject to availability & pre-determined sales criteria.

Concessions available & ticketing prices for away league fixtures may vary to those at Cardiff City Football Club as these are determined by the away club's ticketing policy.

Tickets for away fixtures are only available to current season ticket holders, club members & junior bluebird members. Tickets should only be utilized by the valid member whose Fan Id has been assigned to the ticket.

Cardiff City Football Club reserves the right to withhold or cancel any away tickets that are purchased at the wrong price class. Away tickets may be cancelled without notice if purchased incorrectly.

All away tickets are issued by the away club & will be sold & distributed by the Cardiff City Football Club ticket office on behalf of the away fixture.

If you have ordered an away ticket which has not arrived in the post, please contact the Cardiff City ticket office at least 48 hours before the event within the advertised opening times in order to arrange a reprint of your purchased tickets.

Cardiff City Football Club are not liable for match tickets once they have been collected by the Royal Mail.

Away match tickets are not refundable (subject to away club ticketing policy)

Further Information

The following charges apply at the Ticket Office:

Forgotten Season Ticket;

£5 for a replacement to enter stadium

Online Match Ticket purchase

All tickets purchased are subject to a £2 per ticket transaction fee.

Tickets purchased in person or via telephone

All tickets purchased are subject to a £2 per ticket transaction fee.

Family Season Ticket & Match Tickets

We are always looking for the next generation of Bluebirds & as such, we need to implement policies & procedures that will maintain the integrity of our family stand & thereby encouraging future generations. On this basis, we have to ensure that the family stand has the right mix of adults, concessions & Juniors U16. Please refer to the policy below.

Our club policy in the family stand is as follows:

a. There must be at least one Junior U16 & one adult per group purchase & a maximum of two adults to one Junior U16 in any group purchased within our Family Stand.

b. There are no Junior U16 permitted without adults & no adults permitted without Junior U16. Please be advised, you may be asked to provide documentation for proof of age.

If the family stand ratio of adults to children is abused in this instance, the group will be asked to relocate to another area of the ground. Alternative options will be provided by the ticket office team. Please be advised that an upgrade fee may be applied in this instance, based on the area of relocation.

Family of 4 ticket

Family of 4 tickets are available in the Zone 4F area only.

The Club reserves the right to block Family match Tickets from entry to the ground & demand an upgrade fee to the relevant price classes should the tickets not be purchased as the ratio of:

2 x Family Adult

2 X Family Junior Under 16

All tickets will be blocked until the upgrade fee is paid.

Additional information

The Club reserves the right to move a season ticket or matchday ticket without notice if deemed necessary (e.g. system error resulting in a seat issue). A seat within the same or higher value price zone may be provided as an alternative. There will be no compensation or refund issued in this instance.

Tickets are issued subject to the Ground Regulations of Cardiff City FC as displayed at the Ticket Office, & online at www.cardiffcityfc.co.uk/tickets/stadium-plan - Copies are also available on request.

Cardiff City Football Club is committed to promoting equality by treating people fairly & with respect; by recognising inequalities exist; by taking steps to address them; & by providing access & opportunities for all members of the community. Details of this policy can be found at

www.cardiffcityfc.co.uk/club/safeguarding-equality/

Cardiff City FC reserves the right to eject from the ground any person, or persons, who fail to comply with the rules & regulations as set out above.

For all the latest news, tickets, & videos, download our official Club App – Free from the App Store

(Apple), or Google Play Store (Android). Search “Cardiff City FC”.

APPENDIX 7

Cardiff City Stadium ("CCS") - Lost Property Policy & Procedures

Version 1.3 April 2022

Introduction

Businesses must ensure that they take 'reasonable' steps when something is found on their property, Cardiff City Stadium (CCS) has developed this policy to meet this requirement.

The Policy has been prepared to provide guidance to staff on the procedures to manage and control lost property in an open, fair, and documented way, thereby protecting the interests of the Business, employees and visitors.

CCS has a responsibility to provide safe custody of money and other personal property handed in by staff, or visitors that has been found within our footprint. Any such items or objects regardless of value, are considered lost property and should be dealt with as detailed.

By definition 'Lost property' is a broad term used to identify items that do not belong to CCS and have been left (accidentally or otherwise) within our footprint. 'Lost property' does not refer to items left in the care of staff for the duration of a visitor's stay, for example a pushchair or an item of luggage.

'Lost property' also relates to an item which has been reported lost but has not been found by or handed into our staff.

For the purposes of this policy lost property has three classifications: (a) Valuable items (b) Low value, non-perishable items (c) Perishable / Personal items.

Process

Where someone, be they a visitor or member of staff, finds something within the stadium footprint they should hand it in to our Reception Team who will then register details of the find, store it as securely as is necessary and will respond to enquiries related to any lost or found items, in conjunction with our stadium Operations Team.

We will then hold the item until it is claimed, or for a minimum of 35 days, before disposing of it. If claimed, we will record full details of the claimant and in some instances will ask for identification and verification of ownership.

When disposing of any item we will do so by:

- Returning the item to the finder (Class A items)
- Passing the item to our designated charity – Barnardo's (Class B items)
- Disposal through our waste disposal system, whilst ensuring specific items are destroyed (Class C items)

Any person who believes they have lost an item within the stadium footprint should contact us by telephone, in person or via e-mail to stadium@cardiffcityfc.co.uk

We operate this policy and service in support of stadium visitors although there is no legal requirement for us to do so.