WORLD BOWLS LIMITED

GLOBAL PRIVACY & DATA PROTECTION POLICY

Final Board Approval Version (2026 International Best-Practice Edition)

Approved by the Board of Directors: [Insert Date]
Effective Date: 1 May 2026
Document Owner: Board of Directors
Executive Sponsor: Chief Executive Officer
Policy Lead: Privacy Officer / Data Protection Lead
Next Scheduled Review: April 2027 or earlier if required by law or operational change

1. Purpose

World Bowls Limited ("World Bowls", "WB", "we", "us", "our") is committed to protecting personal information and handling data lawfully, fairly, transparently and securely across all jurisdictions in which it operates.

As the recognised international federation for the sport of bowls, World Bowls processes personal information to govern and develop the sport globally, administer competitions and events, maintain rankings and eligibility systems, safeguard participants, engage stakeholders, meet regulatory obligations, and support sustainable commercial growth.

This Global Privacy & Data Protection Policy explains how personal information is collected, used, shared, stored, protected and otherwise processed by World Bowls.

2. Scope

This Policy applies to all personal information processed by or on behalf of World Bowls in connection with:

- governance and corporate administration;
- member federation relations;
- international competitions, championships and qualification events;
- rankings, eligibility and participation systems;
- athlete, coach, official and volunteer programmes;
- safeguarding, integrity and disciplinary matters;

- employees, consultants and contractors;
- grants, education and development programmes;
- commercial partnerships, sponsorship and media programmes;
- websites, applications and digital platforms; and
- communications, marketing and stakeholder engagement.

Where a local law, event notice or programme notice imposes additional requirements, that notice applies alongside this Policy.

3. Applicable Laws

World Bowls seeks to comply with all applicable privacy and data protection laws, including where relevant:

- EU General Data Protection Regulation (EU GDPR);
- UK GDPR and Data Protection Act 2018;
- Privacy Act 1988 (Australia) and Australian Privacy Principles;
- New Zealand Privacy Act;
- Singapore PDPA; and
- other national or regional laws applying to members, participants, staff or events.

Where multiple legal regimes apply, World Bowls will generally apply the higher operational standard where practical and lawful.

4. Governance Roles

4.1 World Bowls (WB)

World Bowls Limited is the primary Data Controller for governance, membership recognition, rankings, central competition administration, integrity matters, communications and corporate operations.

4.2 World Bowls Series (WBS)

Where World Bowls Series entities deliver commercial events, fan engagement services, ticketing, media products or event operations, WBS may act as:

- an independent Data Controller for its own purposes;
- a Joint Controller with WB where purposes are jointly determined; or
- a Processor acting only on documented instructions.

Relevant responsibilities will be allocated through written agreements.

4.3 Other Partners

National Member Associations, hosts, regional bodies, technology suppliers and commercial partners may act as controllers, joint controllers or processors depending on the activity undertaken.

4.4 Privacy Leadership

World Bowls maintains a designated Privacy Officer / Data Protection Lead responsible for privacy governance, enquiries, incident management and policy compliance.

5. Privacy Principles

World Bowls applies the following principles:

- lawfulness, fairness and transparency;
- purpose limitation;
- data minimisation;
- accuracy;
- storage limitation;
- integrity and confidentiality;
- accountability; and
- privacy by design and by default.

6. Information We Collect

World Bowls may collect identity, contact, membership, participation, athlete, safeguarding, financial, employment, technical and media information relevant to the relationship or activity involved.

Sensitive information is processed only where lawful, necessary and subject to enhanced safeguards.

7. How Information Is Collected

Information may be collected directly from individuals or indirectly through member federations, clubs, event organisers, officials, guardians, digital systems, public sources or authorised service providers.

8. Lawful Bases for Processing

Where GDPR-style laws apply, World Bowls may rely on:

- Contract: entries, accreditations, grants, services or purchases;

- Legal Obligation: taxation, employment, regulatory or governance compliance;
- Legitimate Interests: rankings administration, event security, fraud prevention, operational improvement and stakeholder communications;
- Consent: marketing, optional uses, cookies or certain sensitive data uses;
- Vital Interests: emergencies or urgent medical incidents; and
- Public Interest: safeguarding, anti-discrimination or integrity functions where recognised by law.

Legitimate Interests Assessment

Where World Bowls relies on legitimate interests, it undertakes and documents a structured assessment considering necessity, proportionality, reasonable expectations of individuals, and potential impact on rights and freedoms.

Where a higher risk to individuals is identified, additional safeguards are implemented, and individual rights are prioritised, including the ability to object to processing where applicable.

Activity-to-Legal Basis Mapping (Summary)
To support transparency, World Bowls aligns key processing activities with primary lawful bases as follows:

Activity	**Primary Legal Basis**
Athlete registration, entries, accreditation	Contract
Rankings, results, eligibility systems	Legitimate Interests
Safeguarding and integrity management	Legal Obligation / Public Interest
Anti-doping and disciplinary matters	Legal Obligation / Public Interest
Communications with members and participants	Legitimate Interests
Marketing and promotional communications	Consent (where required) / Legitimate Interests
Commercial partnerships (fulfilment, hospitality)	Contract / Legitimate Interests
Website analytics and performance monitoring	Legitimate Interests / Consent (cookies where required)

World Bowls may rely on more than one lawful basis depending on the context and applicable law.

9. How We Use Personal Information

Personal information may be used to:

- administer and develop the sport globally;
- organise events and championships;
- maintain rankings, eligibility and records;
- deliver programmes and funding initiatives;
- communicate updates and opportunities;
- manage partnerships and commercial programmes;
- protect safety, integrity and welfare;
- investigate complaints or misconduct; and
- comply with legal obligations.

10. Athlete Data, Rankings & Integrity

World Bowls recognises athlete information requires enhanced governance. Data may be processed for competition administration, rankings publication, qualification pathways, integrity matters, anti-doping liaison, classification support and eligibility verification.

Public sporting records may be retained where necessary for legitimate sporting, historical and integrity purposes.

11. Children & Junior Participants

Where children or junior participants are involved, World Bowls applies age-appropriate notices, parental or guardian permissions where required, safeguarding controls and restricted disclosure practices.

12. Marketing & Consent Management

Individuals may receive information about events, programmes, education, grants or partner initiatives where lawful.

Where consent is relied upon, World Bowls records when and how consent was obtained, what was agreed to, and any later withdrawal or preference change. Consent records are securely maintained and auditable where required to demonstrate compliance. Consent may be withdrawn at any time. World Bowls does not sell personal information.

13. Cookies, Analytics & Digital Services

World Bowls digital channels may use cookies, analytics, security tools and preference technologies to improve functionality, security and user experience. Users may manage settings where available.

14. AI, Profiling & Automated Processing

World Bowls may use analytics, statistical modelling or limited profiling for rankings calculations, scheduling, audience insights, fraud detection and service optimisation.

World Bowls confirms that limited profiling is undertaken in specific contexts such as rankings calculations, competition scheduling, and performance or audience analytics. These activities are subject to human oversight, fairness testing, and governance controls to ensure accuracy, transparency and non-discrimination.

World Bowls does not undertake solely automated decisions producing legal or similarly significant effects without appropriate safeguards. Human review, fairness testing and governance oversight apply.

15. Disclosure of Information

Information may be shared, where necessary and lawful, with:

- National Member Associations;
- event hosts and organisers;
- WBS entities;
- sponsors (limited fulfilment or hospitality purposes);
- broadcasters and media partners;
- technology, analytics and cloud providers;
- payment providers and insurers;
- professional advisers;
- regulators; and
- law enforcement where required.

Recipients receive only data reasonably necessary for the relevant purpose.

All third-party recipients, including sponsors and broadcasters, are contractually restricted to using personal information only for the agreed and lawful purposes defined by World Bowls.

They are not permitted to use personal data for their own independent commercial purposes unless explicitly authorised, transparently communicated, and supported by an appropriate lawful basis.

16. International Transfers

As a global federation, information may be transferred internationally. Appropriate safeguards may include contractual clauses, adequacy mechanisms, secure hosting, access controls and vendor due diligence.

17. Data Retention

World Bowls retains information only for as long as necessary, including:

- sporting results, rankings and honours records: permanent archive where justified, including for the preservation of historical records, the integrity of the sport, official rankings history, and legitimate sporting reference purposes;
- membership records: generally 7 years after expiry;
- finance records: minimum 7 years;
- safeguarding / integrity matters: according to legal and welfare obligations;
- recruitment records: generally up to 2 years; and
- CCTV: normally 30–90 days unless required longer for investigation.

18. Security Measures

World Bowls maintains appropriate technical and organisational safeguards, including role-based access controls, MFA where feasible, encryption, backups, monitoring, vendor assurance, training, policy reviews and incident response procedures.

Security controls and practices are subject to periodic review, testing and, where appropriate, independent audit to ensure ongoing effectiveness and alignment with evolving risks and best practice.

19. Data Breaches

Where a breach occurs, World Bowls will assess, contain, investigate, remediate and notify affected individuals or regulators where legally required.

20. Individual Rights & Complaints

Subject to applicable law, individuals may request access, correction, deletion, restriction, objection, portability, withdrawal of consent or review of concerns.

Complaints should first be directed to World Bowls. Individuals may also contact relevant regulators, including EU supervisory authorities, the UK ICO, the OAIC in Australia, or another competent authority.

21. EU / UK Representative

Where legally required under Article 27 GDPR or equivalent law, World Bowls will appoint a representative and publish current contact details.

22. Third-Party Websites

External websites or platforms linked from World Bowls channels operate under their own privacy practices.

23. Policy Updates

This Policy may be amended from time to time to reflect legal, operational or technological developments. The latest approved version will be published through official channels.

24. Contact Details

Privacy Officer,
World Bowls Limited
PO Box 166,
North Melbourne VIC 3051Australia
Email: admin@worldbowls.com

25. Board Approval & Execution

Approved by resolution of the Board of Directors of World Bowls Limited.

Name	Title	Signature	Date
Brett O'Riley	President		30th April 2026
Neil Dalrymple	Chief Executive Officer		