

Full Privacy & Cookie Notice

532 Design Limited

Last modified: 29 July 2026

This notice explains how 532 Design Limited collects and uses personal data when you use our websites, games, mobile applications, browser experiences and partner-hosted services.

1. Scope of this notice

This privacy and cookie notice describes how we collect, use, share and otherwise process personal data in connection with your use of:

- 532design.com and any other website operated by 532 Design Limited;
- Crowdlegends.com;
- Crowd Legends and other mobile applications made available through the Apple App Store or Google Play;
- browser-based games and interactive experiences, including versions made available through YouTube Playables or OneFootball (1F Play); and
- other games, websites, partner-hosted experiences and related services that link to this notice.

Together, these are referred to in this notice as the “Services”. This notice should be read alongside our End User Licence Agreement and any additional privacy information shown within a particular Service.

Our Services are not intended for children under the age of 13, and we do not knowingly collect personal data from children under 13. If you believe that a child under 13 has provided us with personal data, please contact us so that we can investigate and, where appropriate, delete it.

2. Important information and who we are

532 Design Limited is the controller responsible for your personal data. References to “532 Design”, “we”, “us” or “our” in this notice mean 532 Design Limited.

We have appointed a data privacy manager who is responsible for overseeing questions relating to this notice.

Contact details

Full legal name: 532 Design Limited

Company number: SC734411

Registered office: 10 Euclid Crescent, Dundee, Scotland, DD1 1AG, United Kingdom

Data privacy manager: Steve Cartwright, Director

Email: steve@532design.com

General privacy enquiries and rights requests: contact@532design.com

You have the right to complain to the Information Commissioner’s Office (ICO), the UK supervisory authority for data protection matters, or to your local data protection authority where applicable. We would appreciate the opportunity to address your concerns first, so please contact us before making a complaint.

3. Changes to this notice and your duty to keep information current

We keep this notice under regular review. This version was last updated on 29 July 2026.

We may update this notice to reflect changes to our Services, technologies, service providers, legal obligations or business practices. Material changes will be posted on this page and, where appropriate, notified within the relevant Service or when you next sign in.

It is important that the personal data we hold about you is accurate and current. Please tell us if your personal data changes during your relationship with us.

4. Personal data we collect

We may collect, use, store and transfer the following categories of personal data. We do not necessarily collect every category from every user or through every Service.

Identity Data: such as your name, username, date or year of birth, age confirmation, nationality or title where requested.

Contact Data: such as your email address, postal address, telephone number and communication preferences.

Profile Data: such as account identifiers, username, encrypted password or third-party sign-in identifier, profile settings, division, rank, score, achievements and gameplay preferences.

Device Data: such as device type, operating system, browser type, unique device or application identifiers, IP address, language, mobile network information and time zone.

Usage Data: such as dates and times of access, pages or screens viewed, gameplay activity, interactions, selections, scores, match results, session information, crash logs, error data and diagnostic information.

Content Data: such as team names, league names, text, images, feedback or other information you submit or create through a Service.

Security Data: such as login records, fraud or abuse indicators, suspected cheating, account-security events and information used to protect users and the Services.

Cookies Data: information collected through cookies, pixels, local storage, software development kits and similar technologies.

Location Data: such as country, region, approximate location derived from your IP address or app-store region, and precise location only where a Service requests it and you grant permission.

Marketing Data: such as your marketing preferences, consents, unsubscribe status and interactions with our marketing communications.

Transaction Data: such as purchase, payment, refund and subscription information where a Service offers paid products. Payment-card details are normally processed by the relevant app store or payment provider rather than by us.

Enquiry and CRM Data: such as information you provide through website forms, email enquiries, partnership discussions or support requests, together with records of our communications.

Connected Account Data: such as identifiers and basic profile information received when you choose to sign in through Apple, Google or another authorised account provider.

Personalisation Data: such as preferences and inferences based on your use of a Service, used to tailor content or gameplay where permitted.

Player and Sports Data: such as names, career statistics, biographies, professional achievements and, where licensed, photographs or other media relating to professional players, athletes and other sports participants.

We do not intentionally collect special category data, such as information about health, religion, ethnicity, political opinions, sexual orientation, trade-union membership, genetics or biometrics. Please do not provide this information unless it is specifically requested and we explain why it is needed.

5. How we collect personal data

Registration and account creation: We collect Identity, Contact, Profile and Connected Account Data when you register, sign in or create an account.

Use of the Services: We collect Profile, Device, Usage, Content, Security, Cookies, Location and Personalisation Data when you access and interact with a Service.

Communications and support: We collect Contact, Enquiry, CRM, Usage and Device Data when you contact us by email, use an online form, report a problem or request support.

Marketing: We collect and record Marketing Data when you subscribe, unsubscribe, change your preferences or interact with a marketing communication.

Purchases: Where applicable, we receive limited Transaction Data from app stores or payment providers. We do not normally receive your complete payment-card details.

Third-party platforms: We may receive account, device, usage, technical or aggregated analytics information from platforms through which a Service is provided, including Apple, Google, YouTube Playables, OneFootball and authorised distribution partners.

Service providers: We may receive technical, analytics, advertising, authentication, hosting, support, email or CRM data from providers that help us operate the Services.

Licensed providers and public editorial sources: Player and Sports Data may be obtained from rights holders, authorised content providers, clubs, leagues, governing bodies and reputable publicly available editorial sources.

6. Cookies and similar technologies

We use cookies and similar technologies, including local storage and software development kits, to operate, secure, understand and improve our websites and Services.

Where required, we use a consent banner or platform permission tool that allows you to accept or reject non-essential cookies. Strictly necessary technologies are used where required for core functions and security. Analytics, functionality, advertising and targeting technologies are disabled until consent is obtained where the law requires consent.

You can withdraw or change your consent at any time through the cookie settings available on the relevant website or Service. You can also manage cookies through your browser or device settings, although blocking some technologies may affect functionality.

Where a Service is provided through a third-party platform such as YouTube Playables, OneFootball, Apple or Google, that platform may operate its own cookies, analytics or similar technologies under its own privacy notice and consent controls.

Cookie categories

Category	Purpose	Typical lawful basis
Strictly necessary	Required for core operation, security, authentication, account access, load balancing and consent management.	Usually contract, legitimate interests or legal obligation; consent is not normally required.
Functional	Remember settings and preferences and enable optional features.	Consent where required.
Analytics and performance	Help us understand usage, engagement, errors, crashes and performance so that we can improve the Services.	Consent where required; otherwise legitimate interests where permitted.
Advertising and targeting	Measure advertising, prevent fraud, cap frequency and, where permitted, show or measure relevant advertising.	Consent where required.

Technologies used across our Services may include Microsoft PlayFab for game services and analytics, Vercel Web Analytics for website performance and usage measurement, and Google AdMob for advertising within supported mobile versions. We may also use Apple, Google, YouTube, OneFootball and other authorised platform technologies where a Service is distributed through those platforms. The exact providers used can vary by Service and may change as our technology changes.

7. How we use personal data and our lawful bases

Provide and administer the Services: To register users, authenticate accounts, provide gameplay, save progress, operate rankings, leaderboards and friend features, and deliver requested functionality. *Lawful basis:* Performance of a contract; legitimate interests..

Operate safely and fairly: To secure accounts and systems, detect fraud, abuse and cheating, enforce our EULA, investigate incidents and protect users. *Lawful basis:* Legitimate interests; legal obligation..

Support users: To answer enquiries, diagnose faults, provide customer support and communicate about accounts or Service issues. *Lawful basis:* Performance of a contract; legitimate interests..

Improve and develop the Services: To analyse use, test features, identify errors, measure retention and performance, conduct research and develop new products. *Lawful basis:* Legitimate interests; consent where required for analytics technologies..

Personalise content and gameplay: To remember preferences and tailor content, challenges or experience where enabled. *Lawful basis:* Legitimate interests; consent where required..

Provide advertising and sponsorship: To display, deliver, measure and protect advertising or sponsorship content within supported Services. *Lawful basis:* Consent where required; legitimate interests for contextual advertising and fraud prevention where permitted..

Send marketing communications: To send news, product updates, invitations and other marketing where you have requested them or where otherwise permitted by law. *Lawful basis:* Consent or legitimate interests, depending on the circumstances..

Manage business enquiries and relationships: To respond to website enquiries, maintain CRM records, manage partner discussions and administer business relationships. *Lawful basis:* Legitimate interests; steps before entering a contract..

Process transactions: To administer purchases, subscriptions, refunds and related records where paid features are offered. *Lawful basis:* Performance of a contract; legal obligation..

Comply with law and protect rights: To meet legal, regulatory, tax and accounting requirements and establish, exercise or defend legal claims. *Lawful basis:* Legal obligation; legitimate interests..

Use Player and Sports Data: To provide factual, editorial and licensed sports content within our games and interactive experiences. *Lawful basis:* Legitimate interests; performance of licensing agreements where applicable..

Where we rely on legitimate interests, we consider and balance our interests against your rights and expectations. You can ask us for more information about this assessment.

8. Automated decisions and profiling

We may use automated systems to operate gameplay, matchmaking, rankings, fraud detection, security checks, content selection and personalisation. These activities do not normally produce legal or similarly significant effects.

Where a Service asks for your age or year of birth, automated rules may restrict access if the information provided indicates that you do not meet the minimum age requirement.

We do not use solely automated decision-making that has legal or similarly significant effects on you unless we have explained the processing, identified a lawful basis and provided any rights required by law.

We do not intend to use profiling for personalised advertising to children. Where a Service is likely to be accessed by children, we will apply appropriate safeguards and default settings.

9. Sharing personal data

We may share personal data with:

- app stores, account providers and distribution platforms, including Apple, Google, YouTube Playables and OneFootball, where required to provide the relevant Service;
- hosting, cloud, database, game-service, analytics and technical-support providers, which may include Microsoft PlayFab and Vercel;
- advertising and measurement providers, which may include Google AdMob in supported Services and only in accordance with applicable consent requirements;
- email, website-form and customer-relationship-management providers, which may include Resend and Attio;
- professional advisers, including lawyers, accountants, auditors, insurers and consultants;
- rights holders, licensors and authorised partners where reasonably necessary to deliver, administer or report on a licensed or partner Service;

- HM Revenue & Customs, regulators, law-enforcement bodies, courts, public authorities or other third parties where required by law or necessary to protect rights and safety; and
- a buyer, investor or successor in connection with a proposed or completed sale, merger, restructuring, financing or transfer of all or part of our business or assets.

We require service providers acting as processors to use personal data only on our instructions, keep it secure and comply with applicable data protection law.

10. International transfers

Some recipients and service providers may process personal data outside the United Kingdom or European Economic Area, including in the United States.

Where required, we use an approved transfer mechanism, such as UK adequacy regulations, an adequacy decision of the European Commission, the UK International Data Transfer Agreement, the UK Addendum to the EU Standard Contractual Clauses, or another lawful safeguard.

You can contact the data privacy manager for more information about the safeguards used for a particular transfer.

11. Data security

We use appropriate technical and organisational measures designed to protect personal data against accidental or unlawful loss, alteration, disclosure, access or use.

Access to personal data is limited to people and service providers who have a genuine business need to use it and who are subject to appropriate confidentiality and security obligations.

You are responsible for keeping your passwords and login information confidential. Please do not share them with anyone.

We maintain procedures for identifying, assessing and responding to suspected personal data breaches and will notify affected individuals and regulators where legally required.

12. Data retention

We retain personal data only for as long as reasonably necessary for the purposes described in this notice, including to provide the Services, maintain security, resolve disputes, meet legal and accounting requirements and enforce our agreements.

The retention period depends on the type of data, the Service involved, whether your account remains active and any legal or operational need to retain it.

Unless a different period is communicated for a particular Service, we may treat an account as inactive after two years without use and may delete or anonymise associated personal data, subject to legal, security and backup requirements.

Where an in-Service account-deletion feature is available, the deletion process and any cancellation period will be explained in the relevant Service. For supported Crowd Legends mobile versions, an account may be scheduled for deletion after you confirm the request, with a seven-day period during which reopening the app may cancel the request. After that period, associated account data will be deleted or irreversibly anonymised, except where retention is required by law or for security, fraud prevention or legal claims.

We may keep anonymised or aggregated information indefinitely because it no longer identifies you.

13. Your legal rights

Access: Ask for confirmation that we process your personal data and request a copy.

Correction: Ask us to correct incomplete or inaccurate personal data.

Deletion: Ask us to delete personal data where there is no lawful reason for us to continue using it.

Objection: Object to processing based on legitimate interests and object at any time to direct marketing.

Restriction: Ask us to restrict the use of personal data in certain circumstances.

Data portability: Ask us to provide certain personal data in a structured, commonly used, machine-readable format or transfer it to another controller.

Withdraw consent: Withdraw consent at any time where we rely on consent. Withdrawal does not affect processing carried out before withdrawal.

Complain: Raise a concern with us and complain to the ICO or another competent supervisory authority.

You can exercise your rights by emailing contact@532design.com. We may need to confirm your identity before acting on a request. We normally respond within one month, although the law allows additional time for complex or numerous requests. You will not usually have to pay a fee, but we may charge a reasonable fee or refuse a request where permitted by law if it is manifestly unfounded or excessive.

14. Direct marketing

We will send electronic marketing only where we have a lawful basis to do so. You can opt out at any time by using the unsubscribe link in a marketing email or contacting us.

Opting out of marketing does not stop service messages that are necessary to operate your account, provide support, communicate important changes or comply with law.

15. Third-party services and links

The Services may contain links to or integrations with third-party websites, platforms or services. Those third parties are separate controllers for their own processing and their privacy notices apply.

We are not responsible for the privacy practices of third parties. We encourage you to read their privacy information before providing personal data.

16. Player and sports information

Player and Sports Data may include names, career statistics, biographies, professional achievements and, where licensed, photographs, video, audio or other media relating to professional players, athletes and other sports participants.

Depending on the Service, this information is sourced from licensing partners, rights holders, authorised content providers or reputable publicly available editorial sources. We process this information under our legitimate interests in creating accurate, engaging and realistic sports experiences and, where relevant, to perform our agreements with licensors and partners.

Unless expressly stated, inclusion of a player, athlete, club, league, competition, governing body or other organisation does not imply endorsement, sponsorship or commercial association with 532 Design or the relevant Service.

17. Contact and complaints

For privacy questions, rights requests or concerns, contact contact@532design.com or the data privacy manager at steve@532design.com.

You may also complain to the Information Commissioner's Office. Users in the European Union may complain to the data protection authority in their country.