



PLAYER DATA

**MANAGING TECHNOLOGY
AND INNOVATION**

A PLAYER-CENTRIC RIGHTS PERSPECTIVE



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ABOUT

Players, football industry stakeholders and interested third-parties have common key interests in utilising state-of-the-art science and cutting-edge technology to drive player performance. Among these shared interests, ensuring sustainable careers, managing health and safety, improving in-game technology, and enhancing match-day experience are among the most prominent.

The current and future use and application of player data calls for collectively agreed standards and guidelines, making it essential for the football industry to recognize the absolute necessity to protect the fundamental rights of players in relation to their personal data. This briefing document focuses on player data from a rights protection perspective and does not directly address commercial exploitation issues.

FIFPRO PLAYER IQ HUB

This publication has been developed by FIFPRO Player IQ Hub, a player-focused knowledge centre that aims to help shape decisions in the football industry to protect and improve the careers and working lives of footballers.

<https://fifpro.org/en/player-iq>

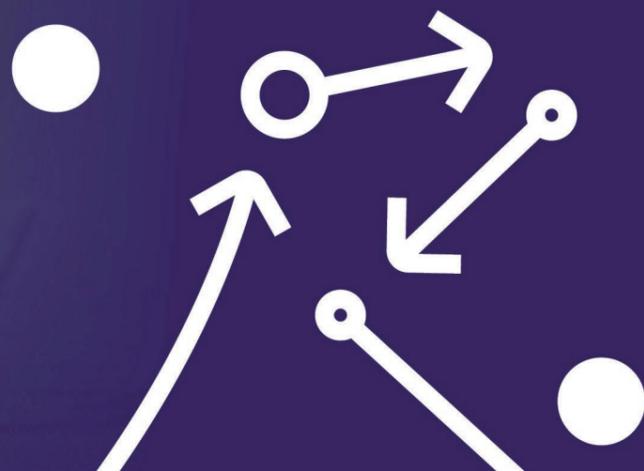


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01 / PLAYER DATA CATEGORIES

Player data is one of the fastest moving topics, and one of the most sensitive, in the digital football industry. Technology will continue to advance at a tremendous pace, and the football world will explore new technologies that can positively impact the game and improve the quality of the football experience on and off the pitch.

In connection with these developments, football stakeholders have taken considerable steps to collect not only more data, but evermore sensitive personal data related to players' health and performance. Because of this, a possibly large amount of personal data will be available at future competitions, including volumetric and biometric data capture.

PLAYER DATA OVERVIEW

-  / **PLAYER DATA**
 Means any information relating to players which would fall within the definition of personal data set out in Article 4 of the GDPR; namely, any information relating to an identified or identifiable natural person.
-  / **FOOTBALL DATA**
 Means Player Data related to the movements and performance of players and the actions and events on the pitch or collected during and related to a competition match.
-  / **EVENT DATA**
 Means events which can be observed in principle during the match, on the field of play, without technical aid.
-  / **TRACKING DATA**
 Means Football Data related to the position (x/y/z coordinates) and movements of a data subject, obtained through the use of optical tracking technology or wearable technology. For the avoidance of doubt, from the player perspective, Tracking Data does not include Health Data or Biometric Data.
-  / **BIOMETRIC DATA**
 Has the meaning set out in Article 4 of the GDPR; namely, personal data resulting from specific technical processing relating to the physical, physiological or behavioural characteristics of a natural person, which allow or confirm the unique identification of that natural person.
-  / **HEALTH DATA**
 Has the meaning set out in Article 4 of the GDPR; namely, personal data related to the physical or mental health of a natural person.



02 / THE APPLICATION OF PLAYER DATA



The use of player data is an essential prerequisite for developing a modern and innovative game, as it provides added value to players, club officials, match officials, competitions organisers, media, fans and entertainment alike.

The football industry must establish the trust and responsibility that is required to use sensitive personal information, including health and biometric data, both in the workplace context and as part of a fast-paced entertainment industry.

To make player data accessible and to allow for the integration of future technologies, all industry



stakeholders must develop a common understanding of their joint interests and responsibilities in close collaboration with the players.

03 / THE CAPTURE OF PLAYER DATA

The last decade has seen a rapid increase in the amount and type of player data being collected, processed and analysed. It is important to fully understand the various types of data and methods of collection, considering the sensitivities, opportunities and risks associated with each and the potential resulting impacts for players.



Optical

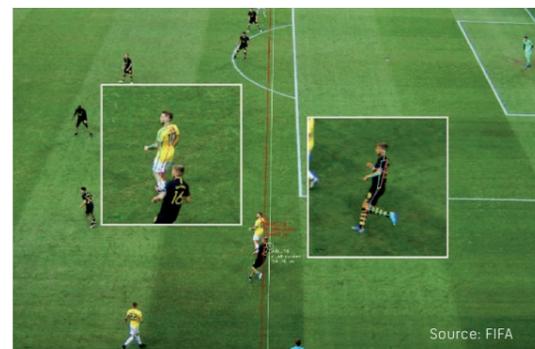
The rapid pace of technological research and development requires that the football industry must now face up to an increasingly influential and rapidly-growing ability to collect, analyse and interpret player data. The present integration of limb-tracking technology and the future promise of real-time volumetric data processing serve as testimony to this.

While the FIFA World Cup 2022 will set new standards for the in-game use of evolving technology, including collecting data from up to 29-data points per player body, it is envisaged that the years ahead will see even further growth with many more data points per player body captured.



Wearable

With the resulting collection of millions of data points per match, the potential risks associated with this inevitable increase in data collection are clear and the need for adequate protection of players emphasised even further.



AI



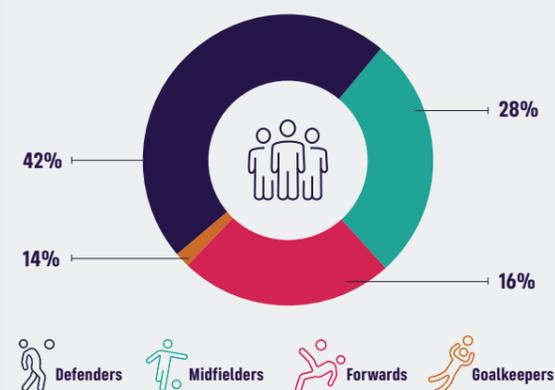
04 / THE PLAYER'S VIEW

Players and football stakeholders have common key interests to use state of the art science and technology to drive performance, ensure sustainable career paths, manage health and safety, improve in-game technologies, and enhance matchday experiences. The following FIFPRO Player Survey highlights some of the key interests and concerns of players.

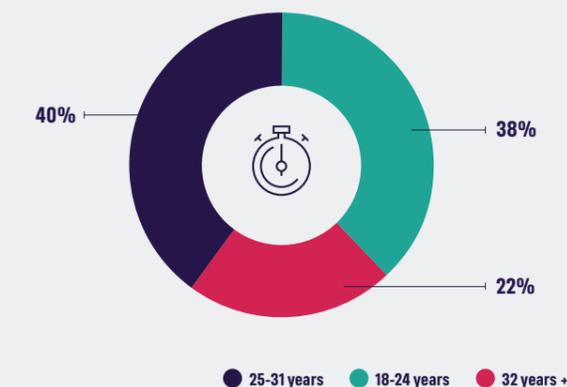
SURVEY PARTICIPANTS

A total of 119 players fully completed the survey, representing each FIFPRO division, with 82% coming from the men's game and 18% from the women's.

The majority of the players who answered the survey were:



The age of the players in the survey was as follows:



SURVEY METHODOLOGY

The survey was comprised of 22 player data questions divided into five sub-categories. For the majority of questions, players were provided with a statement and asked to rate the extent to which they agreed or disagreed with the statement by providing a ranking between 1 and 10 (with 10 being the highest-possible score).

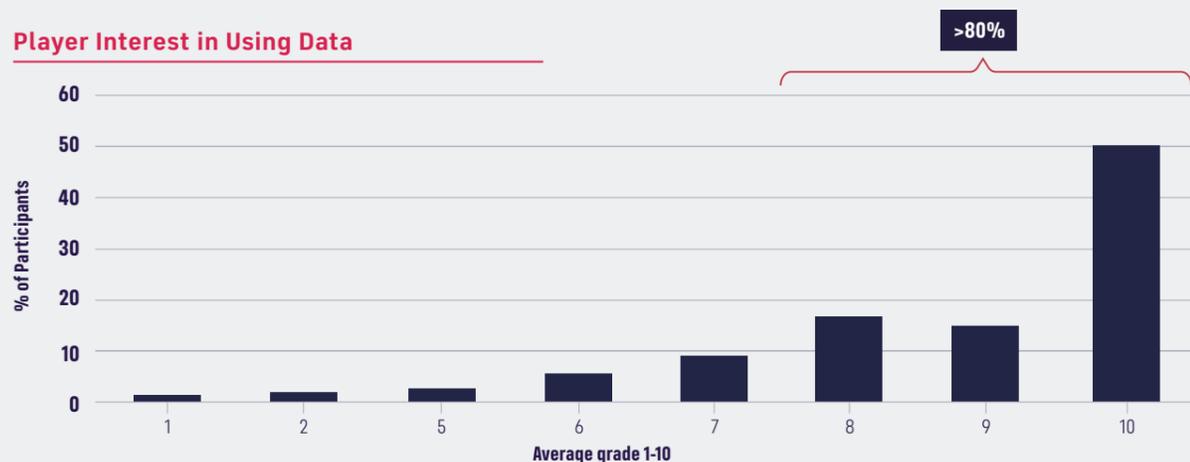
For other questions, multiple choice answer options were provided.

The five sub-categories used to group the questions overall were:

- interest and value;
- usage and application;
- access and portability;
- control and protection;
- trust.

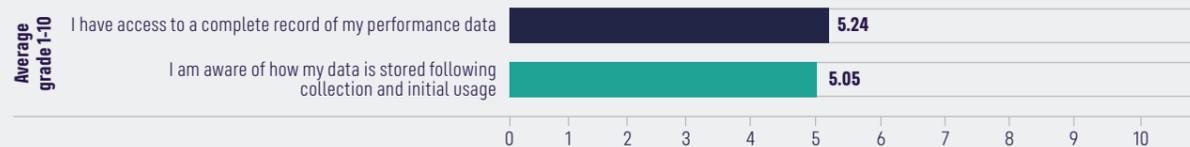


Player Interest in Using Data



- The majority of players want to have access to their individual performance data (more than **80% of players** answered between 8 and 10, on a scale of 1 to 10);
- The majority of players believe that this analysis can help them improve their performances;
- Players most interested in analysing their data are those aged 18 to 24 y.o., which they consult mainly on smartphones (**69.6%**) as soon as this data is available;
- Currently players are most interested in Event and Tracking Data relating to performance.

Information Levels of Players



- Players are unclear as to why and how their data are collected and used;
- The same applies to data access and how data is stored after collection and initial use.
- Regardless of age or gender, players expressed a general feeling that the information provided about their data was not sufficient;

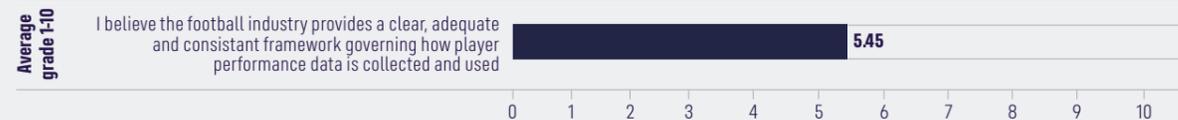


Data Access and Portability is Limited



- The issue of control over their data is of high concern to players (regardless of their position, gender or age), who acknowledge the increased importance of their data;
- However, they do not feel that they can control or escape these data processing activities. This lack of control over the collection of their data is more important for the 32+ age group than for the 18-24 age group;
- Players do not appear to have sufficient means to control the collection of their data and they are also concerned with the portability of moving their data from one club to another;
- Players are not aware of whether they have the right to access, correct or oppose the processing of their data.

Future Needs to Unlock the Common Interest in Player Data



- Players believe the football industry would benefit from a clear and consistent framework to deal with player data;
- They believe that the football industry would not only benefit from digitisation and technologies, but also needs a forward-looking, effective action programme better manage the impact of technology on the game and the players;
- This includes standards and principles that govern the collection, protection and use of player data, especially in the context of special categories data relating to individual players, the access and portability of player data as well as the use of advanced technologies.

05 / PLAYER DATA RIGHTS

Player data is personal data, the protection of which is increasingly being accepted as a fundamental right recognised by law. Therefore, the future use of player data requires strong collective commitment to a player-centric data policy that is based on personal rights and the existence of the highest protection standards for personal data. In order to benefit from innovation and technology, specific policies, initiatives, standards and principles for the collection, protection and use of player data need to be established.

In the future, the football stakeholders need to develop additional player centric guidelines and best practices for the players in connection with the processing and exploitation of player data, in order to ensure the practical application and enforcement of data protection principles to the football industry more generally.



Technological developments may soon lead to intrusive data processing and the exploitation of rights without the knowledge or consent of the player. Such activities can seriously impinge on player privacy, despite the existence of legal protections against such arbitrary interference. Accordingly, regulations needed to protect and safely exploit

player rights must be able to expand at the same pace as technological development. Therefore, the development of policies in connection with the exploitation of player rights must keep such technologies (which will inevitably involve the mass processing of player data and potential exploitation of rights) in mind.

06 / THE CHARTER OF PLAYER DATA RIGHTS



CHARTER OF PLAYER DATA RIGHTS

-  / **THE RIGHT TO BE INFORMED**
The right to be informed (i.e., the right to receive a player information notice which describes (among other things) the purposes of, and legal bases for, the processing of player data, the player's rights (as set out herein) and from time to time, receive any updates thereto).
-  / **THE RIGHT TO ACCESS**
The right to access (i.e., to understand what categories of player data are being processed and obtain a copy of such information).
-  / **THE RIGHT TO REVOKE**
When processing is based on consent, the right to revoke such consent (i.e., at any time, the player can determine to no longer consent to the processing undertaken; this will not affect the validity of the processing undertaken prior to the withdrawal of consent).
-  / **THE RIGHT TO DATA PORTABILITY**
The right to data portability (i.e., the right to have player data transferred to another Controller).
-  / **THE RIGHT TO RESTRICT PROCESSING**
The right to restrict the processing (i.e., where the data is inaccurate or where the processing undertaken does not, in the player's opinion, reflect the purposes described in the player information notice, or if a player considers that a purpose of processing, in practice, is intrusive or detrimental to its rights).
-  / **THE RIGHT TO RECTIFICATION**
The right to rectification (where the player data is inaccurate).
-  / **THE RIGHT TO ERASURE**
-  / **THE RIGHT TO COMPLAIN**
The right to complain (including to data protection supervisory authorities).

the charter was developed in cooperation with **FIFA**

