

Essay on Ethical conduct NAC Breda

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Nowadays, dashboards have become an essential component of data-driven decision-making techniques in professional sports management. Ethical implications are arising, as clubs aim to improve performance and statistics while engaging with fans. We analyse in this essay the case of NAC Breda, a Dutch professional football club, located in Breda which was one of the National title winners in 1921 and also the Cup winner in 1923 ([NAC Breda, 2023](#)). NAC was founded on 19 September 1912, when the two clubs ADVENDO and NOAD merged to one club, both being abbreviations of their respective full names. ([NAC Breda, 2023](#)).

At the core of our search lies the topic: What ethical standards should NAC adhere to in order to be considered an ethically responsible user of the dashboard?

The essay aims to unravel the concerns surrounding the ethical and legal use of data in sports management by researching the entire company's policy, staff and team. Thus, showcasing insights, that are not only in the realm of football but beyond them is presenting a framework for ethical and legal dashboard utilization.

First and foremost, the club's identity is deeply rooted by having 4 core values that are strictly followed by the team and their supporters. The values are Contrarian and Self-conscious, being creative, authentic and genuine, Burgundian, due to their hospitable character, full of passion and strong([Breda, n.d.](#)). Together they are the best principal, by deciding to support and create anti-racism campaigns such as “#DiversityWins” in their newly established program “Street League”. Thus getting involved in the European campaign called “Show Racism the Red Card”([NAC Breda Geeft Racisme de Rode Kaart, n.d.](#)), gains visibility to the club's commitment to end racism in Sports and beyond. Their mission and vision of implementing a healthier lifestyle, and new opportunities for talented youth by providing financial support to find their spot. Gathering help from organisations, commercial partners and educational places ([NAC BREDA, n.d.](#))

Moreover, the regulations stipulated in their terms and conditions file from KNVB from the official site encourage the public to respect and not violate the Standard Conditions. The violation of the standard conditions may lead to police involvement, denied access into the stadium, and fines of up to 450 euros for each act or offence regarding the players or any other part of the staff. If there are considerable violations, the fines can increase to 2000 euros ([Breda, N. \(2023, July 1\). Terms and Conditions Articles 10.2 and 10.7. Sanctions](#)). The incident that occurred on the 6th of October 2023 showcases how sports rage can change and reshape a person's life. Van Veen, a 32-year-old FC Groningen player got splashed with beer, causing the match to be stopped. Ultimately leading to an equalizing score after a free kick. By that time his mom was already verbally abused, and he also received threats and derogatory remarks concerning his unborn daughter(Sources: [Van Veen Verklaart Provoceren NAC-Publiek: “Dat Gaat Er Bij Mij Niet In,” 2023](#) and [NAC Neemt Maatregelen](#)

[Tegen Provocerende Supporter, FC Groningen Overweegt Aangifte, 2023](#)). In response, NAC Breda publicly apologised and announced their full support for the player while taking appropriate legal measures against the supporter, "This behaviour has no place in our stadium. We have also apologized to FC Groningen for this".

Furthermore, by having the privacy statement on the official NAC Breda web page it assesses the data privacy conduct, in a fair and transparent manner. Thus, being a legal authority, they have the right to lodge complaints about the processing of private and personal data. On to this file ([PRIVACYVERKLARING 1. ALGEMENE INFORMATIE, n.d. Point 8B. Personal Data Authority](#)) it can also be found the site and email address where you can file a complaint. On the official website as a visitor, you have your data collected using secure encryption technology and can not be used by third-party apps. They also imply that there is no intention of collecting data from visitors who are under the age of 16 and as an exception, written permission from parents or legal guardians and tutors is required. If the data was mistakenly gathered, there is an email address for these types of errors, which takes the collected information and deletes it immediately.

Therefore, all the NAC sites only use information such as email, and first and last name for creating an account. The same information is also used for login purposes, date of birth to ensure that the user is above the age limit, phone number and location for deliveries, when buying tickets to the next match or merchandise within the fan shop, and card information for purchases.

In conclusion, NAC Breda, as a company demonstrates ethical conduct in addressing privacy concerns, but there is also room for improvement. Some regulations may need to be modified in order to be even more concise and clear that nothing can get to court, thus of wrongly written information on the site or the privacy statement and terms of condition files. Even though they stipulate that explanations are given on why they need to collect that specific type of data, it is unclear the reason why they would collect IP addresses, internet browsers and device types. An issue to be discussed could be the sponsors, especially Unibet and Amstel, even if they don't allow children under 16 on the site, they also have teams under 11, which can be found on the official site of the NAC club ([Breda, n.d.](#)).

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