



How Cyberfort enabled a top tier Premier League Football Club to enhance its Cyber Security and Data Privacy capabilities.

Industry:
Sports
& entertainment

Location:
United Kingdom

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With only foundational IT controls in place, there was no overarching cyber security strategy or data governance framework. Key challenges included:

- Limited visibility into data flows for players, employees, and guests.
- Fragmented asset management and risk ownership across departments.
- A growing reliance on third-party vendors and smart infrastructure (e.g., IoT systems in the stadium and hotel).
- Lack of alignment with leading security standards such as ISO/IEC 27001, 27701 and 22301.

The club needed a cohesive cyber security roadmap to support operational resilience, regulatory compliance (e.g., GDPR), and to uphold the brand integrity of a high-profile football institution.

Solution

A comprehensive cyber security strategy and roadmap were developed over a multi-phase programme, structured around discovery, design, and implementation planning. The following activities were undertaken:

1. Discovery and Stakeholder Engagement

- Conducted interviews and workshops with key stakeholders across IT, stadium operations, hospitality, HR, commercial, and the football department.
- Reviewed existing security controls, supplier security terms, incident response plans, and audit reports.
- Performed technical and process-based risk assessments across critical systems (e.g., ticketing, access control, hospitality management, and player analytic platforms).

2. Data Journey Mapping

Developed end-to-end data maps capturing the lifecycle of personal and sensitive data across:

- Player journeys (medical, biometric, performance, transfer-related).
- Employee journeys (recruitment, payroll, facility access, corporate systems).

- Guest and fan interactions (ticketing, Wi-Fi, hotel booking, loyalty and digital engagement).
- Identified systems, data processors, and third-party integrations that processed personal data across these domains.

3. Asset and Risk Management

- Delivered a full asset inventory and risk classification matrix.
- Introduced a tailored risk methodology that factored in business impact, regulatory exposure, and threat likelihood.
- Highlighted “crown jewel” assets and associated high-risk data flows, such as match-day broadcasting systems and VIP hospitality records.

4. ISO Framework Alignment

- Assessed the current control environment against ISO/IEC 27001 (information Security Management) and ISO/IEC 27701 (Privacy Information Management).
- Mapped gaps and defined a prioritised control uplift plan across 14 domains (e.g., access control, supplier relationships, incident response, and data subject rights management).

Business and Technology Outcomes

The engagement delivered a clear and actionable cybersecurity strategy aligned to the club's digital ambitions and stakeholder expectations. Key deliverables and outcomes included:

- **Cybersecurity & Privacy Strategy:** A five-year vision aligned with the club's growth across stadium technology, smart hospitality, and fan digital experiences.
- **Maturity Roadmap:** A phased improvement plan built around people, process, and technology, focused on increasing maturity across key domains (initial maturity score of 2.1 increased to a target of 3.8 over 18 months).
- **Data Flow Diagrams & Data Protection Impact Assessments (DPIAs):** Supporting GDPR compliance and supplier due diligence for systems handling guest and player data.
- **Risk Register & Asset Catalogue:** Foundation established for continuous risk monitoring and executive reporting, including integration into board-level risk reviews.
- **ISO Alignment Action Plan:** Practical, department-specific steps to work towards ISO/IEC 27001, 27701 and 22301 certification-readiness.
- **Executive Engagement & Governance Cadence:** Established a monthly cyber steering forum, integrating IT, security, legal, and operations to ensure ongoing accountability.

The outcome positioned the football club as a security-conscious, privacy-responsible organisation, fit for continued digital growth, partner confidence, and fan trust both on and off the pitch.

