

## TRACK SENSE PRIVACY POLICY

Track Sense respect & protect your personal information and we collect/store this information carefully in line with data protection and privacy laws. Here we detail the personal information that we collect and how we use that information.

Please read this policy in order to understand why we collect personal information, how we use store and it, the conditions under which we may disclose it to others and how we keep it secure.

We may change this policy from time to time so please check this page occasionally to ensure you are happy with any changes. By accessing and using our products/services, you agree to the terms of this privacy policy.

Any questions regarding this policy and our privacy practices should be sent by email to [info@tracksense.co.uk](mailto:info@tracksense.co.uk)

We are registered with the Information Commissioners Office and we are on the Data Protection Public Register.

### SERVICES

Our services may include (without limitation) social media and/or interactive applications, audio visual content, text, photographs, forums, advertising and other product sales which we may offer on our website or media platforms which, for example, may enable you to view our content over a mobile or Wi-Fi network. This policy covers all of our products/services and any reference to “you” or “your”, means you as user of our products/services. This policy applies to the collection and use of your information by us and third parties that we authorise (such as our agents and sub-contractors).

### INFORMATION

The information we collect varies depending on which of our products/services you are using. The information that we may collect includes:

- Your name, nationality, address, postcode, email address, telephone number(s) and service details (if applicable);
- Information about your use of our products/services. If you visit our website, this may include details of your internet protocol (IP) address, operating system, browser version, the content you viewed, how long you stayed and on which pages, and your navigation around the website;
- Location data from your IP address or by accessing global positioning functionality on your device (e.g. GPS);
- Other data from time to time to help us provide you with improved products and services;
- Other data to ensure and check compliance with our Terms & Conditions and/or otherwise as required by law.

### INFORMATION COLLECTION

We may collect information about you:

- When you purchase our products/services or when you otherwise update your details;
- When you contact us with an enquiry or other feedback;
- When you participate in interactivity, for example, when you submit an entry to a competition or prize draw;
- When we are checking compliance with our Terms & Conditions and/or otherwise as required by law;
- When you provide your personal information to us in order to make use of our products/services.

### HOW WE USE PERSONAL INFORMATION

Your information may be used by us and/or our authorised agents/subcontractors to:

- Monitor, develop and improve our products/services and/or your experience;
- Assist in and administer the provision of our products/services to you;
- Send you or provide you with product/service information & recommendations;
- Process payments from you to us (where applicable);
- Process and deal with any complaints or enquiries made by or about you;
- Investigate any suspected breach of our Terms & Conditions or the breach of other terms and conditions otherwise relating to you;
- Contact you with product/service messages;

- Monitor compliance with our Terms & Conditions or other applicable terms and conditions;
- Administer the prize if you are a prize winner, and to publish or otherwise make available a list of prize winners;
- Provide you with access to one or more social networking sites. Any personal data shared with a third party social network provider will be processed in accordance with their own privacy policy; and/or
- Process a job/volunteer application.
- Hold employment records.

We review our retention periods for personal information on a regular basis. We are legally required to hold some types of information to fulfil our statutory obligations. We will hold your personal information on our systems for as long as is necessary for the relevant activity, product or service, or as long as it set out in any relevant contract you hold with us.

## MARKETING MESSAGES

Where we have your consent or are otherwise permitted to do so, we may:

- Send you information by email about existing and new products/services and special offers from us; and
- Send you information by email about related products or services of selected third parties that may be of interest to you.

To stop receiving marketing communications from us, you can use the 'unsubscribe' facility as detailed in any such communication from us or you can email us at the email address set out in "Contact Details" below stating that you do not wish to receive further communications from us.

## HOW PERSONAL INFORMATION IS SHARED

We will not sell or rent your information to third parties.

We will not share your information with third parties for marketing purposes.

We may pass information about you to other parties as follows:

- To third parties working on our behalf such as our employees, agents or sub-contractors. However, when we use third party service providers, we disclose only the personal information that is necessary to deliver the products/services you have requested and they are required to keep your information secure and not to use it for their own marketing purposes;
- As part of general statistical information about our products/services' user base, sales patterns, traffic volumes and related matters. These details will not include information personally identifying you;
- To the police and/or other emergency services, regulatory bodies or legal advisers in connection with any alleged criminal offence, major incident, unlawful activity or suspected breach of our Terms & Conditions and/or the breach of other terms and conditions or otherwise where required by law or where we suspect harm or potential harm to others. We will co-operate with any law enforcement authorities or court order requesting or directing us to disclose the identity or location of or any other information about anyone breaching any relevant terms and conditions or otherwise for the prevention or detection of crime or the apprehension or prosecution of offenders. We shall not be obliged to give you any further notice of this;

Please note this policy does not cover companies, services or applications that we do not own or control, or people that we do not employ or manage, including (without limitation) third party websites or applications/widgets (e.g. from "social media" platforms such as Facebook or Twitter) which we link to or offer via our services, nor does it cover advertisers. Also, it does not cover certain pages and services provided via our products/services which are hosted, managed and operated by other parties. These services, applications and third parties may have their own privacy policies and/or terms and conditions, which we recommend you read before using any such services. These third parties and services are wholly independent of us and are solely responsible for all aspects of their relationship with you and any use you may make of such services.

We may transfer your personal information to a third party as part of a sale of some or all of our business and assets to any third party or as part of any business restructuring or reorganisation, or if we are under a duty to disclose or share your personal data in order to comply with any legal obligation or to enforce or apply our Terms & Conditions or to protect the rights, property or safety of our customers. However, we will take steps with the aim of ensuring that your privacy rights continue to be protected.

## PROTECTION OF PERSONAL INFORMATION

We endeavour to take all reasonable steps to protect your personal information. Where reasonably possible we use industry-standard technology to allow for the encryption of sensitive information.

Non-sensitive details (i.e. your email address, etc.) are transmitted normally over the internet, and this can never be guaranteed 100% secure. As a result, whilst we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your information, we make our best effort to ensure its security on our systems.

Please always think carefully before disclosing information to other users or otherwise making your information publicly available. It is important that you are aware that any information you disclose to another user may then be disclosed by that user. We have no responsibility or control over the contents of communications made between users of our Services.

#### HOW YOU CAN UPDATE YOUR INFORMATION

The accuracy of your information is important to us. If you wish to update your details then please contact us (see "Contact details" section below).

#### CONTACT DETAILS

Email: [info@tracksense.co.uk](mailto:info@tracksense.co.uk)

Telephone: +44 (0)1580 890346

Postal address: Track Sense, Clapper Lane, Staplehurst, Tonbridge, TN12 0JS, England.