

## PRIVACY POLICY

1. This privacy policy applies between you, the User of this Website and SMS Speedway Limited, the owner and provider of this Website. SMS Speedway Limited takes the privacy of your information very seriously. This privacy policy applies to our use of any and all Data collected by us or provided by you in relation to your use of the Website.

Please read this privacy policy carefully.

### *Definitions and interpretation*

In this privacy policy, the following definitions are used:

**Data** - collectively all information that you submit to SMS Speedway Limited via the Website. This definition incorporates, where applicable, the definitions provided in the Data Protection Laws;

**Cookies** - a small text file placed on your computer by this Website when you visit certain parts of the Website and/or when you use certain features of the Website. Details of the cookies used by this Website are set out in the clause below (Cookies);

**Data Protection Laws** - any applicable law relating to the processing of personal Data, including but not limited to the Directive 96/46/EC (Data Protection Directive) or the GDPR, and any national implementing laws, regulations and secondary legislation, for as long as the GDPR is effective in the UK;

**GDPR** - The Data Protection Act 2018 is the UK's implementation of the General Data Protection Regulation (GDPR). SMS SPEEDWAY LIMITED, a company incorporated in England and Wales with registered number 13545292 whose registered office is at Unit 1, Trough Head, Cumbria, CA6 6LU, United Kingdom;

**UK and EU Cookie Law** - the Privacy and Electronic Communications (EC Directive) Regulations 2003 as amended by the Privacy and Electronic Communications (EC Directive) (Amendment) Regulations 2011;

**User or you** - any Third Party that accesses the Website and is not either (i) contracted by SMS Speedway Limited and acting in the course of their employment or (ii) engaged as a consultant or otherwise providing services to SMS Speedway Limited and accessing the Website in connection with the provision of such services; and

**Website** - the website that you are currently using, <http://www.sms-speedway.com>, and any sub-domains of this site unless expressly excluded by their own terms and conditions.

2. In this privacy policy, unless the context requires a different interpretation:

- a) the singular includes the plural and vice versa;
- b) references to sub-clauses, clauses, schedules or appendices are to sub-clauses, clauses, schedules or appendices of this privacy policy;
- c) a reference to a person includes firms, companies, government entities, trusts and partnerships;

- d) "including" is understood to mean "including without limitation";
- e) reference to any statutory provision includes any modification or amendment of it;
- f) the headings and subheadings do not form part of this privacy policy.

### Scope of this privacy policy

3. This privacy policy applies only to the actions of SMS Speedway Limited and Users with respect to this Website. It does not extend to any websites that can be accessed from this Website including, but not limited to, any links we may provide to social media websites.

4. For purposes of the applicable Data Protection Laws, SMS Speedway Limited is the "data controller". This means that SMS Speedway Limited determines the purposes for which, and the manner in which, your Data is processed.

### Data collected

5. We may collect the following Data, which includes personal Data, from you:

- a) name;
- b) gender;
- c) job title;
- d) contact Information such as email addresses and telephone numbers;
- e) IP address (automatically collected);
- f) web browser type and version (automatically collected);
- g) operating system (automatically collected);

in each case, in accordance with this privacy policy.

### How we collect Data

6. We collect Data in the following ways:

- a) data is given to us by you ; and
- b) data is collected automatically.

### Data that is given to us by you

7. SMS Speedway Limited will collect your Data in a number of ways, for example:



support@sms-speedway.com  
+44 1228 217 222

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Unit 1, Trough Head  
Carlisle  
CA6 6LU  
VAT: 648763589

- a) when you contact us through the Website, by telephone, post, e-mail or through any other means;
- b) when you register with us and set up an account to receive our products/services;
- c) when you use our services;

in each case, in accordance with this privacy policy.

### **Data that is collected automatically**

8. To the extent that you access the Website, we will collect your Data automatically, for example:

- a) We automatically collect some information about your visit to the Website. This information helps us to make improvements to Website content and navigation and includes your IP address, the date, times and frequency with which you access the Website and the way you use and interact with its content.
- b) we will collect your Data automatically via cookies, in line with the cookie settings on your browser. For more information about cookies, and how we use them on the Website, see the section below, headed "Cookies".

### **Our use of Data**

9. Any or all of the above Data may be required by us from time to time in order to provide you with the best possible service and experience when using our Website. Specifically, Data may be used by us for the following reasons:

- a) internal record keeping;
- b) service alerts and notifications of issues affecting our service to you;

in each case, in accordance with this privacy policy.

10. We may use your Data for the above purposes if we deem it necessary to do so for our legitimate interests. If you are not satisfied with this, you have the right to object in certain circumstances (see the section headed "Your data protection rights" below).

11. When you register with us and set up an account to receive our services, the legal basis for this processing is the performance of a contract between you and us and/or taking steps, at your request, to enter into such a contract.

### **Who we share Data with**

12. We may share your Data with the following groups of people for the following reasons:

- a) any of our group companies or affiliates - to enable account setup and service billing;
- b) our staff, agents and/or professional advisors - to inform you of important service information as a part of service delivery; in each case, in accordance with this privacy policy.

## Keeping Data secure

13. We will use technical and organisational measures to safeguard your Data, for example:

- a) access to your account is controlled by a password and a username that is unique to you;
- b) We store your Data on secure servers.

14. Technical and organisational measures include measures to deal with any suspected data breach. If you suspect any misuse or loss or unauthorised access to your Data, please let us know immediately by contacting us via this email address: [support@sms-speedway.com](mailto:support@sms-speedway.com).

15. If you want detailed information from the website of the National Cyber Security Centre, on how to protect your information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit: <https://www.ncsc.gov.uk/>

## Data retention

16. Unless a longer retention period is required or permitted by law, we will only hold your Data on our systems for the period necessary to fulfil the purposes outlined in this privacy policy or until you request that the Data be deleted.

17. Even if we delete your Data, it may persist on backup or archival media for legal, tax or regulatory purposes.

## Your data protection rights

18. Under data protection law, you have rights including:

**Your right of access** - You have the right to ask us for copies of your personal information.

**Your right to rectification** - You have the right to ask us to rectify personal information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

**Your right to erasure** - You have the right to ask us to erase your personal information in certain circumstances.

**Your right to restriction of processing** - You have the right to ask us to restrict the processing of your personal information in certain circumstances.

**Your right to object to processing** - You have the right to object to the processing of your personal information in certain circumstances.

**Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have *one month* to respond to you.

19. To make enquiries, exercise any of your rights set out above, or withdraw your consent to the processing of your Data (where consent is our legal basis for processing your Data), please contact us via this email



[support@sms-speedway.com](mailto:support@sms-speedway.com)  
+44 1228 217 222

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address: support@sms-speedway.com.

20. If you are not satisfied with the way a complaint you make in relation to your Data is handled by us, you may be able to refer your complaint to the relevant data protection authority. For the UK, this is the Information Commissioner's Office (ICO). The ICO's contact details can be found on their website at <https://ico.org.uk/>.

21. It is important that the Data we hold about you is accurate and current. Please keep us informed if your Data changes during the period for which we hold it.

### **Links to other websites**

22. This Website may, from time to time, provide links to other websites. We have no control over such websites and are not responsible for the content of these websites. This privacy policy does not extend to your use of such websites. You are advised to read the privacy policy or statement of other websites prior to using them.

### **Changes of business ownership and control**

23. SMS Speedway Limited may, from time to time, expand or reduce our business and this may involve the sale and/or the transfer of control of all or part of SMS Speedway Limited. Data provided by Users will, where it is relevant to any part of our business so transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this privacy policy, be permitted to use the Data for the purposes for which it was originally supplied to us.

24. We may also disclose Data to a prospective purchaser of our business or any part of it.

25. In the above instances, we will take steps with the aim of ensuring your privacy is protected.

### **Cookies**

26. This Website may place and access certain Cookies on your computer. SMS Speedway Limited uses Cookies to improve your experience of using the Website. SMS Speedway Limited has carefully chosen these Cookies and has taken steps to ensure that your privacy is protected and respected at all times.

27. All Cookies used by this Website are used in accordance with current UK and EU Cookie Law.

28. Before the Website places Cookies on your computer, you will be presented with a message bar requesting your consent to set those Cookies. By giving your consent to the placing of Cookies, you are enabling SMS Speedway Limited to provide a better experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of the Website may not function fully or as intended.

29. This Website may place the following Cookies:

Type of Cookie	Purpose
Strictly necessary cookies	These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
Analytical /performance cookies	They allow us to recognise and count the number of visitors and see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example by ensuring that users are finding what they are looking for easily

30. You can find a list of Cookies that we use in the Cookies Schedule.

31. By default, most internet browsers accept Cookies but this can be changed. Cookies can be disabled in your internet browser. For further details, please consult the help menu in your internet browser.

32. You can choose to delete Cookies at any time; however you may lose any information that enables you to access the Website more quickly and efficiently including, but not limited to, personalisation settings.

33. It is recommended that you ensure that your internet browser is up-to-date and that you consult the help and guidance provided by the developer of your internet browser if you are unsure about adjusting your privacy settings.

34. For more information generally on cookies, including how to disable them, please refer to [aboutcookies.org](http://aboutcookies.org). You will also find details on how to delete cookies from your computer.

## General

35. You may not transfer any of your rights under this privacy policy to any other person. We may transfer our rights under this privacy policy where we reasonably believe your rights will not be affected.

36. If any court or competent authority finds that any provision of this privacy policy (or part of any provision) is invalid, illegal or unenforceable, that provision or part-provision will, to the extent required, be deemed to be deleted, and the validity and enforceability of the other provisions of this privacy policy will not be affected.

37. Unless otherwise agreed, no delay, act or omission by a party in exercising any right or remedy will be deemed a waiver of that, or any other, right or remedy.

38. This Agreement will be governed by and interpreted according to the law of England and Wales. All disputes arising under the Agreement will be subject to the exclusive jurisdiction of the English and Welsh courts.

### Changes to this privacy policy

39. SMS Speedway Limited reserves the right to change this privacy policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the Website and you are deemed to have accepted the terms of the privacy policy on your first use of the Website following the alterations. Contact SMS Speedway Limited by email: [support@sms-speedway.com](mailto:support@sms-speedway.com)

### Cookies

Below is a list of the cookies that we use. We have tried to ensure this is complete and up to date, but if you think that we have missed a cookie or there is any discrepancy, please let us know.

#### *Strictly necessary*

We use the following strictly necessary cookies:

Description of Cookie	Purpose
Session Cookie	We use this session cookie to remember you and maintain your session whilst you are using our website.

#### Analytical/performance

Description of Cookie	Purpose
Google Analytics	We use Google Analytics to enable us to track which parts of our service are used by you in order to identify where we should focus our product development