

# Privacy Policy

## Background

This Policy applies as between you, the User of this Web Site and My Sporting Times Ltd, trading as My Sporting Times Ltd the owner and provider of this Web Site. This Policy applies to our use of any and all Data collected by us in relation to your use of the Web Site and any Services or Systems therein.

We are committed to protecting the privacy of our customers and site users. We take your privacy seriously and treat all the information you give us with great care.

Our Privacy Policy explains how we collect, store and use the personal information you give to us. If you have any questions concerning your personal data and how we look after it then please contact us at [info@mysportingtimes.com](mailto:info@mysportingtimes.com)

As a data controller/processor we make every endeavour to comply fully with the Data Protection Act 1998, the Privacy and Electronic Communications (EC Directive) Regulations 2003 and other relevant legislation including the EU General Data Protection Regulation (GDPR).

## 1. Definitions and Interpretation

In this Policy the following terms shall have the following meanings:

“Account”	means collectively the personal information, Payment Information and credentials used by Users to access Material and / or any communications System on the Web Site;
“Content”	means any text, graphics, images, audio, video, software, data compilations and any other form of information capable of being stored in a computer that appears on or forms part of this Web Site;
“Cookie”	means a small text file placed on your computer by My Sporting Times Limited when you visit certain parts of this Web Site. This allows us to identify recurring visitors and to analyse their browsing habits within the Web Site. Where e-commerce facilities are provided, Cookies may be used to store your Transaction Basket. Further details are contained in the 'Cookies' clause of this policy, below;
“Data”	means collectively all information that you submit to the Web Site. This includes, but is not limited to, Account details and information submitted using any of our Services or Systems;
“My Sporting Times Limited”	means My Sporting Times Limited, trading name of My Sporting Times Ltd, The Studio, Butlers Lands Farm, Mortimer, Reading RG7 2AG
“Service”	means collectively any online facilities, tools, services or information that My Sporting Times Limited makes available through the Web Site either now or in the future;

“System”	means any online communications infrastructure that My Sporting Times Limited makes available through the Web Site either now or in the future. This includes, but is not limited to, web-based email, message boards, live chat facilities and email links;
“User” / “Users”	means any third party that accesses the Web Site and is not employed by My Sporting Times Limited and acting in the course of their employment; and
“Web Site”	means the website that you are currently using (www.Mysportingtimes.com) and any sub-domains of this site unless expressly excluded by their own terms and conditions.

## 2. We Promise

- To be clear about why we need to collect your personal information and what we are going to use it for;
- To make it easy for you to tell us how you would like us to keep in touch;
- To only collect the information we need to make sure we deliver the best service;
- To never sell or share your personal information, or let other organisations use it for marketing;
- To take good care of your personal information, and make sure it is up to date, safe and secure at all times;
- To make sure that any suppliers or partners who carry out work on our behalf meet the same high standards that we adhere to when handling your personal information.

## 3. Policy Overview

We collect personal information from our customers and subscribers. In addition we also collect details automatically about the pages you visit on our website. Please see our Cookies policy below for more information.

In opting to share your personal information with us, you will be agreeing to our collection and use of your information as described in this policy.

If you no longer want us to process your personal details you can ask us to stop at any time by contacting [info@mysportingtimes.com](mailto:info@mysportingtimes.com).

We use the information you share with us to:

- Make sure you receive the product, service or information you have requested or bought;
- Carry out reasonable administration of your customer details and keep internal records;
- To keep in touch with you in the way that you want us to;
- To better understand our customers and subscribers so that we can personalise and improve the services and products that we offer.

For details of how we do this please see the full policy below.

We will need to make changes to this policy from time to time, to make sure that we are always providing you the latest information about what is happening to your personal information.

## 4. What information do we collect?

Without limitation, any of the following Data may be collected:

1. Name;
2. Date of birth;

3. Gender;
4. Contact information such as email addresses and telephone numbers;
5. Demographic information such as post code, preferences and interests;
6. Financial information such as credit / debit card numbers\*
7. A list of My Sporting Times Limited URLs visited, starting with a referring site, your activity on this Web Site, and the site you exit to (automatically collected);
8. Details of purchases;
9. Interaction with our social media pages; and
10. Cookie information

\* This data is stored by the payment system and never held or seen by My Sporting Times Limited.

## **5. What do we do with your information?**

### **1. PROCESSING**

We will make sure that you receive the product or service you have requested, process any payments and send you information relating to that service.

We will also do our best to keep your information up to date. This includes monitoring returned mail to let us know if you no longer live at the address we hold for you and bounced emails. We also use information from the Post Office's National Change of Address database, the telephone preference service, the mailing preference service, the Bereavement Register and other similar suppression lists to make sure we do not send communications to the wrong place or person.

Please do let us know if your details have changed.

### **2. MARKETING AND COMMUNICATIONS**

Receiving marketing information from My Sporting Times Limited will always be your choice. You can change your mind at any time, and we will keep your preferences up to date.

We limit the number of marketing communications we send to make sure we are not sending you too much but we will try to send you sufficient information so that you do not miss relevant news, offers, events and announcements relating to My Sporting Times Limited.

We will only contact you for marketing purposes by email or text message (SMS) if you have told us we can.

We will only contact you by email if you have told us you would like to hear from us this way, or to let you know about services you have previously bought. Every email will have a link to help you unsubscribe if you wish to stop this.

We may contact you occasionally by post, however you can also stop this at anytime by contacting [info@mysportingtimes.com](mailto:info@mysportingtimes.com) or calling us directly on +44 01189332761

## **6. Who will have access to my information?**

Your information will only be accessible to our staff, volunteers and contractors if they are trained and it is appropriate in order for them to carry out their role in line with their job role and this Privacy Policy.

We will never sell your personal information, or let other organisations use it for their own purposes.

We will only share your personal information where:

- We are legally required to, or as a result of a lawful request by a governmental or law enforcement authority.
- We have engaged a supplier or contractor to carry out services on our behalf, such as order fulfilment, payment handling, delivery of purchases, search engine facilities, advertising, marketing, or carrying out research and analysis.

Any Data used by such third parties will be used only to the extent required by them to perform the services that My Sporting Times Limited requests. Any use for other purposes is strictly prohibited. Any Data that is processed by third parties must be processed within the terms of this Policy and in accordance with the Data Protection Act 1998 and GDPR.

We only work with trusted suppliers who have agreed to the terms of our Data Processor Agreement to treat your information as respectfully as we do and in accordance with the requirements of the Data Protection Act 1998 and GDPR.

Our website may contain links to other websites that are outside our control and are not covered by this Privacy Policy. If you access other sites using the links provided, the operators of these sites may collect information from you that will be used by them in accordance with their privacy policy, which may differ from ours.

## **7. How do we keep your information safe?**

The security of your personal information is paramount to us. Our networks are regularly monitored to ensure they remain secure and all computers used by My Sporting Times Limited are password protected.

We also regularly review our measures to ensure they are as far as reasonably possible up to date and in line with latest developments, particularly when we are handling payment information.

If you have a password to allow access to certain parts of our website, you must keep that password safe and not share it with anyone or your personal information could be at risk.

Data that is transmitted via the internet or in email, cannot be 100% secure. As a global environment, transmitting data to us may take place outside the European Economic Area.

We will take every reasonable precaution to keep your information safe but it cannot be guaranteed and so please be aware that any information you do transmit to us is at your own risk. Once we have received your information we will use our best efforts to ensure its safety within our network, which sits within the European Economic Area.

We will only hold your personal information for as long as reasonably necessary to carry out services and administer your relationship with us. Typically, this is two years since your last interaction with us unless we are required to hold it longer for legal or taxation reasons.

If we dispose of your information it will always be done securely.

## **8. Changes of Business Ownership and Control**

My Sporting Times Limited may, from time to time, expand or reduce its business. This may involve the sale of certain divisions or the transfer of control of certain divisions to other parties. Data provided by Users will, where it is relevant to any division so transferred, be transferred along with

that division and the new owner or newly controlling party will, under the terms of this Policy, be permitted to use the Data for the purposes for which it was supplied by you.

In the event that any Data submitted by Users will be transferred in such a manner, you will be contacted in advance and informed of the changes. When contacted you will be given the choice to have your Data deleted or withheld from the new owner or controller.

## **9. Controlling Access to your Data**

You have the right to a copy of the information we hold about you. This is called a subject access request. If you would like to make a subject access request you can do so by contacting us at [info@mysportingtimes.com](mailto:info@mysportingtimes.com) and we will provide you with it as soon as possible. Alternatively, if you are an account holder you can view your data by logging into your account with us.

You have the right to have incorrect information corrected and the right to object to further processing of your personal information for direct marketing.

You also have the right to request that your data be deleted from our records at any time. If you would like to make such a request, you can do so by contacting us at [info@mysportingtimes.com](mailto:info@mysportingtimes.com). We will ensure that your data is securely deleted within 48 hours of receiving such a request.

If you need help or have any questions about this policy and your rights in regarding the processing of your personal information please contact:

Information Rights Officer  
The Studio  
Butlers Lands Farm  
Mortimer  
Reading  
RG7 2AG

For broader advice and guidance please contact the data protection regulator:

The Information Commissioner  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire SK9 5AF  
Telephone: 01625-545700  
Fax: 01625 524510

## **10. Your Right to Withhold Information**

You may access certain areas of the Web Site without providing any Data at all. However, to use all Services and Systems available on the Web Site you may be required to submit Account information or other Data.

You may restrict your internet browser's use of Cookies.

## **11. Cookies**

When we provide services, we want to make them easy, useful and reliable. Where services are delivered on the internet, this sometimes involves placing small amounts of information on your device - for example, computer, tablet or mobile phone. These include small files known as cookies. They cannot be used to identify you personally. These pieces of information are used to improve services for you through, for example:

- Enabling a service to recognise your device so you don't have to give the same information several times during one task.
- Recognising that you may already have given a username and password so you don't need to do it for every web page requested.
- Measuring how many people are using services, so they can be made easier to use and there's enough capacity to ensure they are fast.

My Sporting Times Limited may set and access such first-party Cookies on your computer. These Cookies are integral to the services provided by the Web Site to you.

You can choose to enable or disable Cookies in your web browser. By default, your browser will accept Cookies, however this can be altered. For further details please consult the help menu in your browser. Disabling Cookies may prevent you from using the full range of Services available on the Web Site.

You may delete Cookies, however you may lose any information that enables you to access the Web Site more quickly.

### **THIRD PARTY COOKIES**

To make it easy for you to use and share our website we embed features from other websites such as Facebook, Twitter and certain other relevant sites. Browsing the My Sporting Times Limited website may place cookies from these third party websites on your computer. My Sporting Times Limited has no control over these cookies so it is not always possible to list them, and they are liable to change without notifying us.

We may refer to companies, organisations and public bodies and enable access to their websites directly from our website. Each company, organisation or public body operates its own policy regarding the sale of personal data and the use of cookies. If you have a particular interest in, or concern regarding the way your data will be used then you are advised to read the Privacy Statement on the relevant website.

In addition to these policies your personal data is protected in the UK by the Data Protection Act 1998 and GDPR. We will only process any data we hold about you in a lawful and fair manner. We will keep your data securely to prevent unauthorised access by third parties. Your personal data may have to be disclosed if we are required to disclose it by law, or as a result of a lawful request by a governmental or law enforcement authority.

To be totally clear, some cookies are likely to be involved in the use of almost every website. The primary ones that we use relate specifically to Google Analytics, which is an analytical tool that allows us to run our business more efficiently. Please contact us direct if you wish to discuss any aspect of this.

### **12. Changes to this Policy**

My Sporting Times 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 Web Site and you are deemed to have accepted the terms of the Policy on your first use of the Web Site following the alterations.