



## PRIVACY POLICY

We are committed to safeguarding the privacy of our customers; this policy explains how we do this.

### What information do we collect?

We may collect, store and use the following kinds of information:

- Personal information that you provide to us for the purpose of purchasing a product (including name, address, telephone numbers and email addresses).

### What do we use your information for?

Your data will be used for two broad purposes:

#### a) Marketing communications

After 25th May 2018, in-line with new legislation, Sportstiks will only send marketing communications to customers who have expressly opted-in to receiving it. This may include:

- Details of new products, services and special offers
- Tips and guidance to help you get the best out of our products
- Or simply, to get your feedback

#### b) Communications relating to your purchase

Sportstiks reserves the right to hold personal data for contacting you with important information about your order(s). Namely, order and delivery confirmations and issues with the processing of card payments.

### Your right to opt-out of marketing communications

We will tidy up our mailing list every 6 months and anyone that hasn't opened any of our marketing communications for 2 years will be deleted from our marketing address book.

You can opt-out of receiving marketing communications at any time by clicking on the unsubscribe link at the bottom of any marketing email from us or by calling us on +44 (0)1277 281920

### Use of third parties

There are some instances where data is shared with third parties for the essential purpose of fulfilling your order. For example, your address is shared with our courier company for the purpose of delivering your order. However, we only share the information that is necessary for any given purpose. Sportstiks hold copies of our suppliers' data protection policies to verify their compliance with data protection law. **Your data will never be shared with or sold to third parties for marketing purposes.**

We use Google Analytics to analyse the use of our website. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our website is used to create reports about the use of the website. Google will store this information. Please read Google's [privacy policy](#) for further information.