

Protecting your Privacy with DSG

Trackdays.co.uk is a division of the Digital Sports Group Ltd (DSG) network. Digital Sports Group LTD are a registered company in England (Company No. 06789563) and our registered office is at Digital House Threshelfords Business Park Inworth Road Feering, Essex CO5 9SE.

When we refer to "DSG," "we," "our" or "us" in this policy we mean Digital Sports Group Ltd.

The information below will help you understand the types of information we collect about you when you are browsing or shopping on any of the DSG websites or if you are making a purchase by phone. It will also explain how we use the data and what other parties may have access to it.

If you have any questions about how we handle your personal data that you cannot find the answer to below, please email privacy@digitalsportsgroup.co.uk

A brief summary of why we need your data

As a booking agent, we of course need customer's personal data in order to fulfil a booking. Generally, this would only be the name, email address and phone number plus the delivery address if you order a gift pack. When a customer chooses to book a date, the information they provide us is passed to the supplier running the event in order to complete the booking and send the tickets/confirmation.

Other reasons we may use your data are:

We may also use your data in order to provide a picture of our customer base such as looking at geographical trends and order history for purposes such as remarketing and development of new services/products.

With your permission, we may email you regular newsletter emails about offers, competitions and other news related to our business. Customers who give us permission are referred to as 'opt in' customers. It's important to know that you can opt out of receiving emails by clicking the 'unsubscribe' link present in any of our marketing emails.

We may refer to a recorded phone call in order to obtain information or evidence to fulfil and enquiry. We often listen to recorded calls for staff training purposes.

To invite customers to leave feedback reviews about our services. Our service providers for feedback reviews are Trustpilot, Ekomi, Feefoo and Google.

We may need to pass your details onto law enforcement for cases involving fraud or other criminal activity.

Before collecting any customer details via our purchase through our website, we first ask their permission by providing a tick box with a link to this page. The only other way we would obtain your personal information is if you voluntarily sign up to our marketing list without making a purchase.

What data we collect

We hold this information on our admin system as an account record, this information includes:

- Contact Name
- Company Name (where applicable)
- Delivery Address
- Invoice Address
- Phone Numbers
- Email Address
- Details of your interactions with us by email, web chat, letter and by phone
- Copies of any documents you provide such as doctors notes/ driving licences etc.

- Details of your shopping preferences.
- Details of your visits to our websites.
- Information gathered by the use of cookies in your web browser
- Any reviews and comments you submit.
- To assist in delivering the best possible web experience, we collect technical information about your internet connection and browser as well as the country and telephone code where your computer is located, the web pages viewed during your visit, the advertisements you clicked on, and any search terms you entered.

We use the information to enable us to interact with you, maintain customer service in regards to any bookings you make and for general correspondence. If you are opted in to our mailing list we will send you regular emails about offers, up coming events and any other news related to our business. This data is stored as it is necessary to maintain details of any bookings you make, the expiry date on any vouchers you purchase and to uphold your statutory rights. We never sell customer personal data to third parties.

If these details are not wholly yours and you submit them then this signifies that you comply with the new General Data Protection Regulation (GDPR) and you have made the persons aware of what you are doing with their data and they have given you permission for this.

What data do we share

Your details that are required to process an order are:

- Contact Name
- Company Name (where applicable)
- Email Address
- Contact Numbers
- Delivery Address

We only share data with third parties that are involved in or relate to the order process or buying experience, i.e the supplier running your event or one of our feedback review partners. Prior to the engagement of a third party supplier, we shall conclude with them a written agreement in the form of a questionnaire to make sure they are using appropriate technical and organisational measures that the processing will meet the requirements of the GDPR. Your data is passed to suppliers with the explicit permission to contact you only in regards to your order and they will not use it for any other means. Our customers have the right to receive a copy of Digital Sports Group's agreement with any supplier as regards the provisions related to data protection obligations. The fact that a customer has given consent to the Digital Sports Group's use of third party suppliers is without prejudice for our duty to comply with the DPA.

Payments

Whether you pay by phone, through the website or any other means, we do not store credit card details nor do we share customer payment details with any 3rd parties outside of our fulfilment and quality control processes. PayPal transactions are subject to the PayPal Privacy Policy which can be viewed on their website. When you are entering your payment information, the data is passed using advanced encryption technology.

Internet orders

When you place an order on our website we pass your order information and contact details to our payment provider (currently PayPal) through an whom process the payment on our behalf and provide us with confirmation that payment has been taken successfully.

Phone orders

When placing an order over the phone the customer service agent will enter your card details directly into a secure payment page and the encrypted information is passed to PayPal who will then take payment on our behalf. During any call, the recording will be paused by the agent when the customer is reading out their card details. The agent will prompt the customer as to when they have turned off the recording.

Delivery

If you purchase a gift pack, the delivery information you give us is sent to DPD or Royal Mail to enable the delivery of the pack. They may contact you by phone, text or email to notify you of your order's status. Your data is passed to them with the explicit permission to facilitate the delivery of your order only and they will not use it for any other means.

Our suppliers

When a confirmation is being delivered directly to our customers from a supplier, we will provide the supplier with the email address, contact name and phone number along with the order number. Under our data processing agreement, they are only to use this within the realm of the order fulfilment, after which the data is not to be used in any other capacity. The data may be stored in order to provide historical proof of delivery and of the booking.

Quality control

We invite customers to leave feedback on the service they have received from us, to enable us to do this we use various feedback companies such as Trustpilot, Ekomi, FeeFoo and Cloud-IQ. Your first name, email address and order reference could be passed to them with the explicit permission to facilitate you providing feedback on the service you have received from us and will not use it for any other means, unless you opt in to other communications with said third party.

Our management team may also directly email a customer to perform a spot check on the quality of service they have received; this is not part of any marketing mailing list.

Tracking cookies

If you have enabled cookies we will use Google Analytics to track users journey on our website, this enables us to monitor what parts of the site are most popular, this only used for internal analysis and the data is not shared with any third parties.

Other

Data can be shared with undisclosed parties if so requested by order of the Court, regulatory body or law enforcement organisation.

MARKETING

Email

We engage in direct email marketing with our customers, the customers participate in this agree to the processing of such things as open rates and visits to our website from said emails, this is to ensure we provide you with relevant offers and marketing. You may update your preferences or opt out from receiving marketing emails from us at any time by clicking the link at the foot of the emails.

Share

We never share your data with companies outside of Digital Sports Group for marketing purposes unless explicitly requested to better service a customer on a single case basis. If you receive what you believe to be a marketing email from one of our suppliers please report it to a manager.

COMMUNICATIONS

Email

We communicate details of your order to you via email, we will never include any of your personal financial information in this format with the exception of informing you that a payment has been successful or not or that a refund has gone through.

Webchat

We use tawk.to to facilitate a web chat service, conversations are stored by tawk.to on our behalf, users are given the option to submit their email address and name but this is not a requirement. If you do wish to submit your email and name then please check the privacy policy set out by Tawk.to first.

Social networks

Anyone is welcome to follow any of our social media pages including facebook, twitter and Instagram. You will then see any posts we make in your news feed. We do not obtain or store any of your personal information from social media sites and you are agreeing to their terms and privacy policy if you sign up.

Phone

When calling us or if we call you in regards to a booking, enquiry or complaint the calls are recorded. These archives are kept securely on site and access to them is limited to authorised personnel only. Copies of calls are available upon request but there may be a charge.

YOUR RIGHTS

Access

You have the right to request the personal data we hold about you and confirmation that your data is being processed. This is free of charge, however a 'reasonable fee will be charged when a request is manifestly unfounded or excessive, particularly if it is repetitive. The fee is based on the administrative cost of providing the information as per ICO guidelines.

Rectification

You are entitled to have personal data rectified if it is inaccurate or incomplete, responses to these requests are to be responded to within one month. If the request for rectification is complex this can be extended by two months.

Right to be forgotten

You have a right to erasure however this does not provide an absolute 'right to be forgotten'. Individuals have a right to have personal data erased and to prevent processing in specific circumstances such as where the personal data is no longer necessary in relation to the purpose for which it was originally collected/processed. Should you request a right to be forgotten this would include personal data shared to third parties where it is not impossible and does not involve a disproportionate effort to do so. We are required to keep financial records for 6 years, this includes all event bookings and gift voucher purchases.

Email retention policy

The service we use to receive and send emails is Gmail using the Google Groups Platform

Emails received

We operate a granular email retention policy based upon the subject matter and attachment contained within each individual mail. Any unsolicited financial data that is received is immediately and permanently deleted.

Emails sent

All of our outbound emails are encrypted during the sending process and copies are stored on our mail servers for a minimum of 30 days, this is dependant on the subject matter and attachments.

Updates to this policy

This privacy policy may be updated from time to time to fall in line with general data protection regulation and data protection act. Such changes will be publically advertised but not sent personally to any customers we have on our database. The latest version will always be available on this page and with a date to say when it was last updated. We will keep records of past versions so that you may request which version you agreed to.

This version was updated 16/05/2018