



# PRIVACY POLICY

July 2025

This privacy policy sets out how Sporting Insights Limited (Sporting Insights) uses and protects any information that you give us when you use this website. It contains important information on who we are, how and why we collect, store, use and share personal data, your rights in relation to your personal data and on how to contact us in the event you have a complaint.

In using personal data, we are regulated by the General Data Protection Regulation (GDPR) which applies across the European Union (including the UK). We are responsible as controller of your personal data. Under GDPR, personal data means any information relating to an identified or identifiable natural person by which such person can be identified.

Sporting Insights is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

Sporting Insights may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes.

## Who we are

Sporting Insights Limited is a limited company registered under company number 03966553 whose registered office is 32 Frederick Sanger Road, Surrey Research Park, Guildford, Surrey, GU2 7YD.

Sporting Insights collects, uses and is responsible for certain personal data about you.

## What we collect

We may collect the following personal data:

- Your full name and job title
- Contact information including telephone number and email address
- Demographic information such as address, postcode
- Company Details
- Preferences and interests
- Other information relevant to customer surveys and/or offers



What we do with the personal data we gather:

Outside of data gathered as part of a research questionnaire, any personal data we gather is to understand your needs and provide you with a better service. Prior, to the use of your personal data, you will have been informed of the purpose, which may be for one or more of the following reasons:

- contacting clients
- providing marketing, advertising and public relation services to our clients
- maintaining our accounts and records
- promoting our services
- undertaking research

We will periodically send newsletters, press releases or other information which we think you may find interesting using the email address which you have provided, subject to your agreement to receiving this information.

From time to time, we may also use your personal data to contact you for market research purposes. We may contact you by email, phone or mail. We may use the information to customise the website according to your interests.

How we use cookies

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any personal data which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

## Your rights

Under the GDPR you have a number of important rights free of charge. In summary, those include rights to:

- fair processing of information and transparency over how we use your personal data;
- access to your personal data;
- require us to correct any mistakes in your information which we hold;
- require the erasure of personal data concerning you in certain situations;
- have your personal data sent to you or transmitted to a third party at your request;
- object to processing of your personal data for direct marketing;
- object to decisions being taken by automated means which produce legal effects concerning you or similarly significantly affect you;
- object in some other situations to our continued processing of your personal data;
- otherwise restrict our processing of your personal data in some circumstances.

## Controlling your personal data

You may choose to restrict the collection or use of your personal data in the following ways:

- whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want your personal data to be used by anybody for direct marketing purposes;
- if you have previously agreed to us using your personal data for direct marketing purposes, you may change your mind at any time by writing to us or emailing us at [info@sportinginsights.com](mailto:info@sportinginsights.com)

If you would like to exercise any of the above rights, please write to;

Sporting Insights Ltd,  
32 Frederick Sanger Road,  
Surrey Research Park,  
Guildford, Surrey, GU2 7YD.  
or email us at [info@sportinginsights.com](mailto:info@sportinginsights.com)



If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above address. We will promptly correct any personal data found to be incorrect.

Sporting Insights Ltd.

June 2025