



Our commitment to online privacy

Your right to privacy is important. At DEM Sports we believe that personal information you choose to furnish online should only be used to help us provide you with the highest quality of products, services and support. We display this Privacy Statement to make you aware of the information practices for DEM Sports websites, including what type of information is gathered and tracked, how the information is used, and with whom the information is shared. We may update our Privacy Statement from time to time to stay current with changes in our business and to better serve you. We encourage you to visit this page frequently to inform yourself of any changes.

Consent to use and transfer personal data

Please note that if you submit personal data through the DEM Sports website, you will send it to us, in the United Kingdom. We will collect, process and transfer your personal data in accordance with this Data Privacy Statement but possibly not in accordance with the laws of the jurisdiction in which you reside. By submitting your personal data through a DEM Sports website, you consent to DEM Sports collection, use, storage and transfer of your personal data to our company databases and other repositories, wherever located, for the purposes for which it is submitted and in accordance with the policies set forth in this Privacy Statement.

Types of data collected online

You can browse most of our websites without entering any personal information. Only general, non-personally identifiable information that DEM Sports logs from all site visits, such as Internet service provider, operating system/browser type, and pages accessed, will be collected in those instances. This means that a user's session will be tracked, but the user will not be individually identified.

There are times, however, when we or our business partners may need information from you. For example, you may choose to give us personal information when you:

- Purchase products or services
- Make requests for materials, customer and other services, and product support
- Subscribe to newsletters and online services
- Create a user profile to receive future information, special offers and communications.
- Apply to be considered for employment in connection with a job opening at DEM Sports.

DEM Sports Ltd

The Mill, March Road, Welney
Cambridgeshire PE14 9SE

tel: 01354 610353

fax: 01354 610481

email: contact@demsports.com

www.demsports.com

Company registration number: 07978404

Design and Manufacture of Quality and Bespoke Equipment





- At such times you may be asked to provide contact and billing information (e.g., your name, address, telephone number, email address, as well as information about the product or service purchased (e.g., product I.D., serial number, customer number, product version). Demographic or other personal information may also be requested, however, volunteering such information is optional. By providing the information to DEM Sports you consent to our transfer of this information to our company databases and other repositories, wherever located.

Use of data

DEM Sports uses personal information collected on its websites for the purposes for which it is requested or as necessary or permissible under applicable law (e.g., in some jurisdictions we may have to keep invoices under tax laws). We also may use the information you provide to notify you later about new developments with respect to the products and services you have purchased or to inform you about new products, special offers and services offered by DEM Sports or its business partners. It is important to note that you may opt out of receiving further information from DEM Sports, as discussed in detail below. We use non-personal information to analyse sales trend data as it relates to geography, time and demographics.

Specific uses of personal information that vary from this Privacy Policy (if any) may be found in the Terms of Use or Terms of Service or privacy policies applicable to a particular service. To the extent that you are notified of potential uses of your personal information that are different from those described in this Privacy Policy during your service agreement, the uses of information set forth in that agreement will supersede this Privacy Policy. Please review carefully the Terms of Use, Terms of Service and privacy policies applicable to the service(s) that you have purchased.

With whom we share information

In the ordinary course of business DEM Sports will not sell, trade or rent your individual identifying information to others absent your consent to do so. DEM Sports may share the personal data you provide online with DEM Sports Companies and as described below:

- **Affiliated Companies and Business Partners.** We work together with affiliated companies and business partners who are acting on our behalf for the uses described above. For example, an external service provider listed below may host or operate an online DEM Sports service. When an affiliated company or one of our business partners is involved in a transaction with you, we may share personal identifying information related to this transaction.

DEM Sports Ltd

The Mill, March Road, Welney
Cambridgeshire PE14 9SE

tel: 01354 610353

fax: 01354 610481

email: contact@demsports.com

www.demsports.com

Company registration number: 07978404

Design and Manufacture of Quality and Bespoke Equipment





- DEM Sports and other suppliers. We work with and through several suppliers and sub-distributors to provide customers and potential customers with product information and customer service. For example, DEM Sports may forward the contact information of a potential customer to one of our approved suppliers or sub-distributors to respond to a customer enquiry about the products we supply. Or DEM Sports may forward such contact information to enable a DEM Sports sub-distributor to furnish customers with product updates. DEM Sports requires that its distributors and suppliers keep confidential any personal data of customers or potential customers disclosed to them.
- Other Situations. Finally, DEM Sports may release personal identifying information when we believe, in good faith, that such release is reasonably necessary to:
 1. comply with law,
 2. enforce or apply the terms of our user agreements, or
 3. to protect the rights, property or safety of DEM Sports, our website users, or others.

Links

Please note that our website may contain links to other sites. When you access a third party's website, even one that may contain the DEM Sports logo and content regarding DEM Sports products and services, please understand that the website is independent of DEM Sports. We do not control the privacy policies of any third-party sites. If you click-through a banner ad or link to a third-party site and submit your information, you will be subject to the privacy policies of those third parties. We assume no responsibility or liability for any third-party policies or the actions of third parties. A link to a third-party website is not an endorsement.

Choice

DEM Sports will not share personal identifying information provided to us online except as stated above without allowing you the opportunity of consenting to or opting out of such disclosures. When you place an order for DEM Sports products, register as a user of DEM Sports products, services or promotions, or when you submit a user profile, you are given the opportunity of notifying us as to whether you would like to receive future information, special offers and communications via email. All unsolicited email marketing and promotional communications contain an opportunity for you to decline future communications. Additionally, at any time you can opt-out of receiving such further information from DEM Sports by sending your opt-out request to contact@demsports.com. DEM Sports will use its best efforts to comply promptly with all such requests.

DEM Sports Ltd

The Mill, March Road, Welney
Cambridgeshire PE14 9SE

tel: 01354 610353

fax: 01354 610481

email: contact@demsports.com

www.demsports.com

Company registration number: 07978404

Design and Manufacture of Quality and Bespoke Equipment





Cookies and options for controlling use of your personal information

Cookies are small pieces of information stored in your browser on your computer's hard drive. Some DEM Sports pages use cookies, sent by DEM Sports or its third-party agents, to better serve you when you return to the site. If you prefer not to receive cookies you have the option of setting your browser to warn you before accepting cookies or to reject them altogether. If you do so, however, some areas of some sites may not function properly.

You should be aware that if you voluntarily disclose personal information online in a public area, such information can be collected and used by others. We do not control the actions of our visitors and registered users. If you disclose personal information in a review, bulletin board or any other publicly accessible portion of a DEM Sports website, you do so at your own risk and you understand that your submitted information may be collected and used by others to send you unsolicited messages or advertisements, or for other purposes. Please remember that protection of your privacy begins with you. You are solely responsible for maintaining the secrecy of any password you use, and you should always be careful and responsible whenever disclosing information online. Although we will use commercially reasonable efforts to safeguard the privacy of your personal information, transmissions made by means of the Internet cannot be made absolutely secure. DEM Sports assumes no liability for the disclosure of data due to errors in transmission or actions of unauthorised third parties. DEM Sports cannot ensure or warrant the security of any information you transmit to us or from our services.

How you can access or correct your information

You can access or ask for corrections of your personally identifiable information that we collect and maintain in retrievable form by following this procedure:

1. Contact DEM Sport's Privacy Program Manager at contact@demsports.com by sending a detailed message explaining your request including:
 - Full contact information (your name, street address, e-mail address, telephone number)
 - Details of the request (e.g. change of e-mail address, unsubscribe from a newsletter, review of personal information, etc.).Please be very specific about the concerns that led to your request.
1. To protect your privacy and security, we will take reasonable steps to verify your identity before granting access to information or making corrections.

DEM Sports Ltd

The Mill, March Road, Welney
Cambridgeshire PE14 9SE

tel: 01354 610353

fax: 01354 610481

email: contact@demsports.com

www.demsports.com

Company registration number: 07978404

Design and Manufacture of Quality and Bespoke Equipment





2. We do not place frequency or fee limits on your ability to access your information; however we reserve the right to decline unreasonable requests for information access and correction. If this right is exercised, we will inform you about the reasons for which your request is declined and explain to you a dispute resolution process should you wish to use it.
3. If the information to which access is requested is not maintained in retrievable form, we will explain why access cannot be provided and how this type of information is collected and used.
4. If the information to which access is requested is maintained in retrievable form, we will respond to your request within ten working days. Access to the information will be provided in the form of disclosure and will not involve your direct access to our data repositories, on-line or off-line.

How to contact us

If you have requests or questions in connection with this Privacy Statement you may contact us at contact@demsports.com.

Head Office Address: DEM Sports Ltd, The Mill, March Road, Welney PE14 9SE

DEM Sports Ltd

The Mill, March Road, Welney
Cambridgeshire PE14 9SE

tel: 01354 610353

fax: 01354 610481

email: contact@demsports.com

www.demsports.com

Company registration number: 07978404

Design and Manufacture of Quality and Bespoke Equipment

