

DIRT TRACK RIDERS ASSOCIATION PRIVACY POLICY

This privacy policy sets out how www.dirttrackriders.co.uk uses and protects any information that you give www.dirttrackriders.co.uk when you visit or purchase from this website.

Dirt Track Riders Association 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. This policy is effective from 22-05-18.

Dirt Track Riders Association 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. When you visit the site we collect information about your device, IP address, time zone, type of web browser, information about products you view & webpages you browse, the website & search terms that referred you to custommadeuk.com. This is referred to as **device information**. Device information is collected using cookies.

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.

If you use the buttons that allow you to share products and content with your friends via social networks like Instagram, Facebook, Twitter etc these companies may set a cookie on your computer memory. For details of social networks privacy policies, see below.

<https://www.facebook.com/about/privacy/>

<http://twitter.com/privacy>

<https://www.instagram.com/about/legal/terms/api/>

INFORMATION COLLECTED WHEN MAKING PURCHASES

When making purchases from the site we collect the following information from you:

Name, billing address, shipping address (if that differs from the billing address) payment information (see next paragraph) and email address. This is know as **order information**. Our site is hosted by WIX and our shop www.dtra.bigcartel.com is hosted by Big Cartel. Big Cartel provide us with the online e-commerce platform

that allows us to sell products to you. Your order information data is gathered via big cartel. They store your data on a secure server protected by a firewall. Information on Big Cartel's and WIX's privacy policies can be found here <https://help.bigcartel.com/privacy-policy>

<https://www.wix.com/about/privacy>

We also collect payment information as stated above. Our shopping cart solution in our shop www.dtra.bigcartel.com is powered by Stripe therefore this payment information includes your credit/debit card number.

For information the privacy policy of Stripe use this link-

Stripe privacy policy <https://stripe.com/gb/privacy>

WHAT WE DO WITH THE INFORMATION WE GATHER

We require this information gathered through the site to understand your needs and provide you with a better service, and in particular for the following reasons:

To fill orders placed through the site. Process payments. Invoice customer. Ship orders. Carry out internal record keeping. Screen orders for potential credit card fraud via the Stripe cart solution.

We may use the information to improve our products and services. We may use the information to customise the website according to the products you are interested in.

CONSENT TO COLLECT INFORMATION

Upon providing us with personal information to complete a sale via the site, including placing an order, verifying your credit/debit card, arranging delivery or return we imply that you are consenting to us collecting it and using it for the above.

SECURITY

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online (please refer to the privacy policies of Big Cartel, Stripe and WIX for these)

COTROLLING/SHARING YOUR PERSONAL INFORMATION

We share your personal information with third parties to enable us to process your orders using Big Cartel, & Stripel. Information of their privacy policies and how they store your information is listed in a previous paragraph. We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so (lawful request, subpoena or search warrant) We use Google analytics to gather information about how you the customer uses the site. For the Google Analytics privacy policy go here <https://policies.google.com/privacy?gl=GB&hl=en>

You may choose to restrict the collection or use of your personal information 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 the information to be used by anybody for direct marketing purposes

If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at info@custommadeuk.com. Our direct marketing is powered by Mad Mimi (mailing list service) and you can opt out at any time by simply unsubscribing to our newsletter. Mad Mimi stores your email address on their data storage system. Details of their privacy policy can be found here <https://uk.godaddy.com/Agreements/Privacy.aspx>

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 to info@dirtrackriders.co.uk . We will promptly correct any information found to be incorrect.

CONTACT US

If you need further information about our privacy policies, how we use your data or have questions about our services please use the following email address info@dirtrackriders.co.uk