

Privacy Policy - Sports Marketing Surveys USA

Sports Marketing Surveys USA is a sports market research firm that frequently collects and uses personal data as part of its services. This privacy policy will explain how our organization uses the personal data we collect from you from surveys administered by Sports Marketing Surveys USA.

Topics:

- What data we collect?
- How do we collect your data?
- How will we use your data?
- How do we store your data?
- Marketing
- What are your data protection rights?
- Privacy policies of other websites
- Changes to our privacy policy
- How to contact us
- How to contact the appropriate authorities

What data do we collect?

SMS USA collects the following data:

- Personal contact information (Name, email address, home address, region, etc.)
- Individuals' membership status with tennis centers
- Individuals' participation in various tennis programming, including spending
- Habits, opinions & attitudes on matters related to the topic of the survey as voluntarily provided by survey respondents (for consumer segmentation study)
- Assessments on matters related to the topic of the survey as voluntarily provided by survey respondents (for consumer segmentation study)
- Household information as provided by survey respondents regarding age, gender, occupation, marital status, education, household size, and household income as voluntarily provided by respondents (for consumer segmentation study)

How do we collect your data?

You directly provide Sports Marketing Surveys USA with most of the data we collect. We collect data and process data when you:

- Voluntarily complete a survey
- Sign up to our newsletter / mailing list

Sports Marketing Surveys USA may also receive your data indirectly from the following sources:

- Contact information provided by third parties for the purposes of conducting specific research programmes

How will we use your data?

Sports Marketing Surveys collects data so that we can:

- Maintain a newsletter / mailing list
- Conduct research
- Analyze survey responses in aggregate with other completed surveys to produce findings in furtherance of established research objectives related to consumer segmentation

The data you provide is kept confidential by Sports Marketing Surveys USA. None of your personal data will be shared with outside parties whatsoever. For survey data, information will be combined with others to be analyzed as a whole to generate findings to be shared.

How do we store your data?

This information refers to survey respondents' data.

Our Company securely stores your survey data first indirectly through QuestionPro, our survey software. QuestionPro owns and maintains servers in off-site data centers with 24-hour security and monitoring. Various industry-standard encryption protocols (SSL, TLS, SSH, SCP) are used to ensure your information is securely transferred. QuestionPro also utilizes firewall protection to manage access points for internet traffic. Vulnerability scans are conducted continuously by advanced tools. QuestionPro is wholly compliant with General Data Protection Regulation (GDPR) and other government/trade group data privacy guidelines. Visit question.com/security for more details.

After Sports Marketing Surveys USA has received your data via QuestionPro, your data is maintained on company-owned computers used by our analysts, protected with up-to-date malware prevention and information security programs. In our data collection, storage, and analysis, we adhere to Market Research Society standards on ethical, methodologically-sound practices. For more information, visit mrs.org.uk

Data used in PRIZM segmentations will also be maintained on computer-owned computer used by our analyst, secured by malware prevention and information security programs.

What are your data protection rights?

Sports Marketing Surveys wants to make sure you are fully aware of all your data protection rights. Every user is entitled to the following:

The right to access – You have the right to request Sports Marketing Surveys USA for copies of your personal data.

The right to rectification – You have the right to request that Sports Marketing Surveys USA correct any information you believe is inaccurate. You also have the right to request Sports Marketing Surveys USA to complete information you believe is incomplete.

The right to erasure – You have the right to request that Sports Marketing Surveys USA erase your personal data, under certain conditions.

The right to restrict processing – You have the right to request that Sports Marketing Surveys USA restrict the processing of your personal data, under certain conditions.

The right to object to processing – You have the right to object to Sports Marketing Surveys USA’s processing of your personal data, under certain conditions.

The right to data portability – You have the right to request that Sports Marketing Surveys USA transfer the data we have collected to another organization, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact this email address: adam.hile@sportsmarketingsurveysusa.com

Call us at: +1-561-427-0647 ext. 1

Or write to us: 6650 W Indiantown Road #220
Jupiter, FL 33458

Privacy policies of other websites

Our privacy policy only applies to Sports Marketing Surveys USA. You may read the privacy policy of QuestionPro, our survey software provider, at <https://www.questionpro.com/help/1.html>

Changes to our privacy policy

Sports Marketing Surveys USA keeps its privacy policy under regular review and will document updates accordingly. This privacy policy was last updated on April 1, 2020.

How to contact us

If you have any questions about Sports Marketing Surveys USA’s privacy policy, the data we hold on you, or would you like to exercise one of your data protection rights, please do not hesitate to contact us.

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How to contact the appropriate authorities

Should you wish to report a complaint or if you feel that Sports Marketing Surveys USA has not addressed your concern in a satisfactory manner, you may contact the Federal Trade Commission (FTC).

Website to file a complaint: <https://www.ftccomplaintassistant.gov/>

FTC Consumer Response Center phone: 1-877-FTC-HELP (1-877-382-4357)