

Last updated the 18th of December 2024

PRIVACY POLICY

www-act-tracker.com website and webstore

This is the Privacy Policy of Northern Sports Insight and Intelligence Oy. We respect your privacy and are determined to protect your Personal Information. This Privacy Policy is to inform you on how we look after your Personal Information when you interact with us. Please keep us informed if your Personal Information changes during your relationship with us. It is important that the information we hold is accurate.

Please note that when you purchase products from our online store at www.act-tracker.com or in <https://shop.act-tracker.com/collections/all> , the controller of your Personal Information is Shopify International Ltd whose privacy policy can be found here: <https://www.shopify.com/legal/privacy>

1. Important information

This Privacy Policy aims to give you information on how we collect and process your Personal Information through your use of this website or webstore, including any information you may provide through this website or webstore. You must read this Privacy Policy and the privacy policy of Shopify International Ltd together with any other privacy notice we or Shopify International Ltd provide on other occasions when we collect or process your Personal Information. For the Personal Information to be processed in connection of our ACT Head Impact Tracker smartphone mobile Application and relating cloud services, please see the related Privacy Policy. This Privacy Policy supplements the other notices and is not intended to override them. We process Personal Information in accordance with applicable legislation, including the General Data Protection Regulation no. 2016 / 679 ("GDPR") and national laws of Finland.

2. Controller and purpose of processing

It is very important to know and understand that if you purchase products from our online store at www.act-tracker.com or <https://shop.act-tracker.com/collections/all> the controller of your Personal Information is Shopify International Ltd whose privacy policy can be found in <https://www.shopify.com/legal/privacy>. By purchasing our products, you agree with and give your consent to the processing of your Personal Information by Shopify International Ltd. Please read carefully any applicable Privacy Policies of Shopify International Ltd when visiting our online store.

When you visit website www.act-tracker.com and not the webstore there, Northern Sports Insight and Intelligence Oy is the controller and responsible for your Personal Information if you contact us by email at: contact@norspo.com, or contact us by filling in and sending Contact-formula in www.act-tracker.com.

Personal Information is processed for reasons such as:

- development, maintenance and IT reasons,
- enforcing our legal rights or meet our legal obligations,
- helping us provide ACT Head Impact Tracker product and services - these can include, but is not limited to, services such as: reselling, payment processing, marketing, customer service and other services,
- business administrative reasons, such as mergers, acquisitions or other reorganizations of our business, and

- conducting research.

3. Third-party links

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for them or their privacy statements.

4. Personal Information collected

“Personal Information” means any information about an individual from which that person can be identified. We mainly collect, use, store, transfer and otherwise process the following Personal Information you provide to us:

- your first name, last name, and
- your email address or telephone number.

We process information obtained from you directly and as authorized by your consent to the processing of Personal Information. You may give us your identity and contact data by filling in forms or by corresponding with us by post, phone, email or otherwise. See “Cookies” for further information on them. Note that if you disable or refuse cookies, some parts of this website may become inaccessible or not function properly. We also may collect, use and share aggregated data such as statistical or demographic information. Aggregated data may be derived from your Personal Information but is not considered personal information by law as this information does not directly or indirectly reveal your identity. As an example, we may aggregate your usage data to calculate the percentage of users accessing a specific website feature.

5. Use and transfer of Personal Information

We use your Personal Information to:

- improve our products and services,
- communicate with you to provide you with information about our products and services,
- review, monitor, conduct research and analyze usage of this web site,
- manage our business in relation to business administrative reasons such as mergers, acquisitions or other reorganizations of our business, and
- follow applicable legal obligations.

You will receive marketing communications from us if you have requested information from us, or purchased goods or services from us, or registered for a promotion and if you have opted in of receiving marketing communication from us. You can ask us to stop sending you marketing messages at any time by using unsubscribe feature included in each message, or by contacting us by email at contact@norspo.com - please write “Unsubscribe” on the subject field.

Please note that we may process your Personal Information without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law. We will only use your Personal Information for the purposes for which we collected it and as described in this Privacy Policy. Your Personal Information will not be transferred to third parties for marketing purposes. We may transfer your Personal Information to our suppliers and partners mainly to maintain our IT systems and by requiring all applicable privacy obligations to be safeguarded by such third parties. Your Personal Information will not be transferred to outside the EU or the ETA by Northern Sports Insight and Intelligence Oy.

6. Data security measures and your general rights

For example, the following safety measures apply:

- access to the users' Personal Information is limited to certain people and for specific reasons; and
- the Personal Information is protected from unauthorized persons by safety measures.

Despite our efforts to secure the data and information, we cannot guarantee that your Personal Information will always be secure. Your Personal Information is stored, unless otherwise required by law, until it is no longer necessary to provide you services, or you ask us to delete your Personal Information, or your User Account is deleted. Whichever comes first.

You can request deletion of your User Account and Personal Information at any time by contacting us at contact@norspo.com - please write "Delete my User Account" on the subject field. You can also remove your user Account in the ACT Head Impact Tracker iOS mobile App: Click small arrow head in the right top corner to open menu > click "My Account" > Click User Account Removal and proceed as instructed to remove your user account.

After deleting, only your Personal Information needed to fulfill our legal obligations, resolve disputes or take other such actions is kept. Aggregated, unidentifiable and anonymized user information will be stored for the research and development purposes also after your User Account has been deleted.

You also have a right to, in addition to other rights mentioned in the GDPR and national laws of Finland, for example:

1) request a copy of the Personal Information processed (handling costs may apply), 2) request a correction of incorrect information, 3) object the processing of Personal Information, 4) request a restriction to the processing of Personal Information or a deletion of Personal Information and 5) request a transfer of Personal Information to another controller. To stop using your Personal Information for our advertising or marketing purposes follow the removal instructions in communication you receive, or send us unsubscribe request by email to contact@norspo.com - please write "Unsubscribe" on the subject field.

Please keep us informed if your Personal Information changes during your relationship with us. You have a right to file a complaint with the competent supervisory authority, if you consider that your rights under the applicable personal data laws have been infringed.

7. Updates and contact information

We reserve a right to amend this Privacy Policy from time to time due to legal requirements or changes in our policies. It is recommendable to review this Privacy Policy regularly.

You can contact us by email at contact@norspo.com