

Effective Date: 24 May 2018

COOKIE POLICY

BSI Speedway Ltd are committed to protecting and respecting your privacy as described in our Privacy Notice, of which this Cookie Policy forms a part.

By consenting to this cookie policy ("Cookie Policy"), you acknowledge and consent to our website using cookies and other similar technologies (as described below) to distinguish you from other users of our website and for analytics. This helps us to provide you with a good experience during your visit to our website. This also allows us to improve our website and provide you with tailored content and advertising. For example we can recognise and remember important information that will make it more comfortable browsing our website such as preferred settings.

A cookie is a small file of letters and numbers that we store via your browser on the hard drive of your computer or your mobile device, if you agree.

We may automatically collect and store certain information about your interaction with our website, including IP addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamps, and related data. We use this information, which does not identify individual users, solely to improve the quality of our products and services.

Purposes of collection

You can find more information about the types of cookies we use and the purposes for which we use them set out below.

First party cookies

- **Session Cookies** (Technical Cookies): Their use is strictly limited to sending the session identifiers (random numbers generated by the server) needed for secure and efficient Website browsing. They are not permanently stored on the user's computer and are deleted upon browser closing. In particular, the use of the session cookies aims at ensuring security and improving of the offered service; and
- **Technical Cookie:** It is required to keep track of the consent given by the user.

The described cookies do not require your consent to be installed and used.

Third party cookies

Some third parties can also provide cookies on our website(s). These cookies or similar technologies are managed by the third parties set out in the table below, and are divided into the following categories:

- **Analytical Cookies:** we use Google Analytics, the web analytics service offered by Google, Inc. ("Google") to analyse how our Website is used. This service uses cookies generating information on your use of our Website (including your IP address), collected from Google in an anonymous form. Disabling these third-party cookies does not affect the Website use;

- **Marketing/Advertising:** Cookies used to provide advertising services on a given Website fall within this category. Disabling these third-party cookies does not affect the Website use; and
- **Profiling Cookies:** They are used to trace the user’s network browsing and create profiles about his/her tastes, behaviour, choices, etc. These cookies allow the transmission of online advertising messages to the user’s device with the preferences already expressed by that same user when browsing. In accordance with applicable laws, using these cookies and any processing related thereto require the prior user’s consent. Disabling these third-party cookies does not affect the Website use.

We suggest that you visit these third-party websites to understand how their cookies are used.

Type of Cookie	Purpose of Cookie	Profiling	Duration	Link
Google Analytics	The web analytics service offered by Google, Inc. (“Google”), to analyse how our Website is used. This service uses cookies generating information on your use of our Website (including your IP address), collected from Google in an anonymous form. Disabling these third-party cookies does not affect the Website. These cookies are used to collect information about how visitors use our website. We use the information to compile reports and to help us improve the website. The cookies collect information in an anonymous form, including the number of visitors to the website, where visitors have come to the website from and the pages they visited.	Yes	3 years	https://policies.google.com/technologies/partner-sites
DoubleClick	Used to track the actions of visitors to the site. These cookies may be used to optimise paid media activity such as removing those who have already bought tickets from any future digital ticket sales campaigns	Yes	3 years	https://policies.google.com/technologies/partner-sites
Facebook	Used to track the actions of visitors to the site that have come from Facebook. These	Yes	3 years	https://www.facebook.com/full_data_use_policy

	cookies may be used to optimise Facebook activity such as removing those who have already bought tickets from any future digital ticket sales Facebook campaigns			
Youtube	Used to track the actions of visitors to the site that have come from YouTube. These cookies may be used to optimise YouTube activity such as removing those who have already bought tickets from any future digital ticket sales Facebook campaigns	Yes	3 years	https://policies.google.com/technologies/partner-sites
AppNexus	This cookie contains a unique randomly-generated value that enables the Platform to distinguish browsers and devices. It is matched against information – such as advertising interest segments and histories of ads shown in the browser or device – provided by clients or other third parties and stored on the Platform. This information is used by clients to select advertisements for delivery by the Platform, and to measure the performance of, and attribute payment for, those advertisements.	Yes	3 years	https://www.appnexus.com/en/company/platform-privacy-policy
Google Tag Manager	Google Tag Manager	Yes	3 years	https://www.google.com/analytics/tag-manager/use-policy/
Splash	Registered when a user views a splash screen	No	Current Session	
LAST_PAGE	Tracks the users last page before logging in to redirect them to the appropriate location after successful login	No	Current Session	
PHPSESSID	Default PHP Session ID	No	Current Session	
Google Ad Services	Adwords advertising service run by Google Inc	No	3 years	https://policies.google.com/technologies/types
Plugins for collecting	These are plugins which enable us to access your "contact form"	No	3 years	Refer to above for specific plugins

"contact form" data	data which we can use to promote competitions.			
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You also acknowledge and consent to the use of third party cookies (including, for example, those provided by operators of advertising networks and providers of external services like web traffic analysis services). You acknowledge that where we allow advertising networks, external services, and other third-party services on the website, we have no control over cookies they collect.

Refusing or deleting cookies

Most internet browsers are set up by default to accept cookies. However, if you want to refuse or delete any cookies (or similar technologies), please refer to the help and support area on your internet browser for instructions on how to block or delete cookies (for example: Internet Explorer, Google Chrome, Mozilla Firefox and Safari). Please note you may not be able to take advantage of all the features of our Website, including certain personalised features, if you delete or refuse cookies.

To opt out of Google Analytics, visit <https://tools.google.com/dlpage/gaoptout>.

For more information on managing cookies, please go to www.allaboutcookies.org

If you are a resident in the EU:

For more information on managing cookies, please visit www.youronlinechoices.eu which has further information about behavioral advertising and online privacy.

Changes to our Cookie Policy

This Cookie Policy may be updated from time to time.

If we change anything important about this Cookie Policy we will notify you through a pop-up on the website for a reasonable length of time prior to and following the change. You may review the Cookie Policy by visiting the website and clicking on the "Cookie Policy" link.