

Sport Marketing Association

Privacy Policy

1. Analytics

This website collects personal data to power our site analytics*, including:

- Information about your browser, network, and device
- Web pages you visited prior to coming to this website
- Your IP address

This information may also include details about your use of this website*, including:

- Clicks
- Internal links
- Pages visited
- Scrolling
- Searches
- Timestamps

**We share this information with Squarespace, our website analytics provider, to learn about site traffic and activity.*

2. Cookies

This website uses cookies and similar technologies, which are small files or pieces of text that download to a device when a visitor accesses a website or app. For information about viewing the cookies dropped on your device, visit [About the cookies Squarespace uses](#).

- These functional and required cookies are always used, which allow Squarespace, our hosting platform, to securely serve this website to you.
- These analytics and performance cookies are used on this site, as described below, only when you acknowledge our cookie banner. We use analytics cookies to view site traffic, activity, and other data.

3. Marketing emails

We may send you marketing emails, which you can unsubscribe from by clicking the link at the bottom of the email. We share your contact information with Squarespace, our email marketing provider, so they can send these emails on our behalf.

4. Visitor data

This website is hosted by Squarespace. Squarespace collects personal data when you visit this website, including:

- Information about your browser, network and device
- Web pages you visited prior to coming to this website
- Your IP address

Squarespace needs the data to run this website, and to protect and improve its platform and services. Squarespace analyzes the data in a de-personalized form.