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## NASCAR's 'Optical Analytics' Using SMT Team Analytics Platform Privacy Statement

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SportsMEDIA Technology Corporation d/b/a SMT ("SMT," "we," "us" or "our") owns and operates <https://www.ta.smt.com> and the Team Analytics platform and the builds downloaded from said website. In 2025, the Team Analytics platform will provide a Windows, Mac and iOS application that visualizes NASCAR's ERDP data and henceforth refer to the application as NASCAR 'Optical Analytics'. This page informs you of our policies regarding the collection, use and disclosure of personal information we receive from users of the user management site and application.

### Information Collection And Use

We only collect the minimum amount of personal information that is necessary to fulfill the purpose of your interaction with us.

- We need your user information (name, email, phone) to create your user account and provide the necessary software/services.
- We use your user information, specifically your user name, to identify you and set proper token in the application.
- We will use your email address to communicate with you. SMT may email release notes, product surveys and other information on SMT Motorsports products and services.

We do not sell or distribute any personal information to third parties. Additionally, SMT does not share any of your personal information with other users.

### Security

We value your trust in providing us your personal information, thus we are striving to use acceptable means of protecting it through procedures designed to help prevent unauthorized access. We do not sell or distribute any personal information to third parties.

### Cookies

SMT uses a session token (in a cookie) to keep the session open. No private information is stored in the cookie.

### California Residents

The California Consumer Privacy Act or "CCPA" provides consumers residing in California certain rights with respect to their personal information. If you are a California resident, you may have the right to: (1) request to know more about the categories and specific pieces of personal information we collect, use, and disclose; (2) request deletion of your personal information; and (3) not be discriminated against for exercising these rights.

You or your authorized agent may make these requests by contacting us as described in "Contact Us" below. Note that we may ask you for additional information to help us verify who you are before completing your request. If we receive your request from an authorized agent, we may ask for evidence that you gave that person authority to submit requests to exercise rights on your behalf. We will not discriminate against you if you exercise your rights under the CCPA.

### Changes to this Privacy Policy

We may update our Privacy Policy from time to time. Thus, we advise you to review this page periodically for any changes. We will notify you of any changes by posting the new Privacy Policy on this page. These changes are effective immediately, after they are posted on this page.

**Contact Us**

If you have any questions about this Privacy Policy, You can contact us by visiting this page on our website: <https://www.ta.smt.com>

