



NORDIC SMASH T20

PRIVACY POLICY

SANCTIONED BY THE SWEDEN CRICKET FEDERATION (SCF)

About this Policy

Nordic Smash T20 ('we', 'us', 'our') is committed to protecting your personal information. This Privacy Policy explains what data we collect, how we use it, and your rights under applicable law, including the General Data Protection Regulation (GDPR) and the Swedish Data Protection Act.

1. Who We Are

Nordic Smash T20 is the first fully Nordic-owned T20 cricket league, sanctioned by the Sweden Cricket Federation (SCF). Our registered address is in Gothenburg, Sweden.

Data Controller: Nordic Smash T20 | connect@nordicsmash.com | +46 76 223 52 47

2. Information We Collect

2.1 Information You Provide Directly

- Full name, email address, and contact number when registering for tickets or newsletters
- Date of birth (for age verification)
- Payment information (processed securely via our payment provider — we do not store card details)
- Player and team registration data submitted through our platforms
- Correspondence you send us via email or web forms

2.2 Information Collected Automatically

- IP address and device/browser type when visiting www.nordicsmash.com
- Pages visited, time spent on site, and referral sources (via analytics cookies)
- Livestream viewing data on our YouTube and partner platforms

2.3 Information from Third Parties

- Scoring and statistics data from CricHeroes and Cricbuzz
- Social media profile information where you use 'Login with Social' features
- Sponsor and partner contact details shared as part of commercial agreements

3. How We Use Your Information

We use your personal data for the following purposes and on the following legal bases:

Purpose	Examples	Legal Basis
Event Operations	Ticketing, match scheduling, player registration	Contract / Legitimate Interest

Communications	Match updates, newsletters, sponsor content	Consent
Website & Analytics	Improving site experience, measuring viewership	Legitimate Interest
Legal Compliance	Accounting, fraud prevention, SCF reporting	Legal Obligation
Marketing	Targeted social media campaigns, sponsor promotions	Consent

4. Cookies

Our website uses cookies to enhance your experience. You can manage your cookie preferences via the cookie banner on your first visit.

Types of cookies we use:

- Essential Cookies — required for the website to function (cannot be disabled)
- Analytics Cookies — help us understand how visitors use our site (Google Analytics)
- Marketing Cookies — used to deliver relevant advertising and track campaign performance
- Third-Party Cookies — set by partners such as YouTube for embedded video players

5. Sharing Your Information

We do not sell your personal data. We may share data with:

- Our scoring and streaming partners (CricHeroes, Cricbuzz, FanCode, Willow, YouTube, Tapmad) for operational purposes
- Payment processors to securely handle ticket and merchandise transactions
- Sweden Cricket Federation as required under our tournament sanction agreement
- IT service providers and analytics platforms under strict data processing agreements
- Law enforcement or regulators where legally required

International Transfers

Some partners may be based outside the European Economic Area (EEA). Where data is transferred internationally, we ensure appropriate safeguards are in place, such as Standard Contractual Clauses approved by the European Commission.

6. Data Retention

We retain your personal data only as long as necessary for the purposes outlined in this policy:

- Account and registration data: retained for the duration of the tournament and up to 3 years after for legal/administrative purposes
- Marketing preferences: retained until you withdraw consent
- Financial records: retained for 7 years in accordance with Swedish accounting law
- Website analytics: retained in aggregated/anonymised form indefinitely

7. Your Rights

Under GDPR, you have the following rights regarding your personal data:

Right	What it means
Access	Request a copy of the personal data we hold about you

Rectification	Ask us to correct inaccurate or incomplete data
Erasure	Request deletion of your data ('right to be forgotten')
Restriction	Ask us to limit how we process your data
Portability	Receive your data in a structured, machine-readable format
Object	Object to processing based on legitimate interests or for direct marketing
Withdraw Consent	Withdraw consent at any time where processing is based on consent

To exercise any of these rights, contact us at: connect@nordicsmash.com

You also have the right to lodge a complaint with the Swedish Authority for Privacy Protection (IMY) at www.imy.se.

8. Data Security

We implement appropriate technical and organisational measures to protect your data against unauthorised access, loss, or disclosure, including:

- SSL/TLS encryption for all data transmitted via our website
- Access controls limiting who can access personal data internally
- Regular security assessments and staff training
- Incident response procedures for data breach notification within 72 hours to IMY as required by GDPR

9. Children's Privacy

Nordic Smash T20 events and digital services are not directed at children under the age of 13. We do not knowingly collect personal data from children under 13 without verifiable parental consent. If you believe we have inadvertently collected such data, please contact us immediately.

10. Changes to this Policy

We may update this Privacy Policy from time to time. The 'Effective Date' at the top of this document will be updated accordingly. We will notify registered users of material changes via email or a prominent notice on our website.

11. Contact Us

OFFICIAL SAFEGUARDING & EMERGENCY CONTACTS

All reports are treated with the strictest confidence. In emergencies or cases of suspected criminal activity, always contact local Swedish authorities first.

LEAGUE ACU EMAIL
connect@nordicsmash.com

24-HR HOTLINE SUPPORT
+46 76 223 1786

ICC ACU HOTLINE
+971 56 545 8909

WWW.NORDICSMASH.COM