



Our commitment to clients

Views is a data management and impact measurement platform brought to you by Substance.

Substance is a research and technology company specialist in working with the sport; sport for development and outdoor recreation sectors. We design research and consultancy services and technology products which help organisations improve their impact practice in order to:

- develop new and interesting products based on insight data;
- understand which participants are most likely to benefit from their services;
- develop strategies to engage with new target markets;
- measure success against organisational and programme aims and objectives;
- and make the case for further investment.

Because Substance specialises in data management and impact reporting systems, we understand the importance of protecting your data and complying with Data Protection Legislation. This Privacy Notice will be updated on a regular basis. It can be accessed via the company website at any time: www.substance.net.

How customer information is collected and used

Customer information (name, email and organisation) will be recorded at the enquiry stage and will be used solely for the purposes of communication regarding potential service offers, contractual agreements and improvements to services. If you browse our website we collect anonymous details via cookies, such as the day, time and pages you visit. This helps us to improve the site design and content. We use Google Analytics and Facebook Pixels to track site traffic and site performance data. You can read more about Google Analytics by clicking on this link: [Read more](#). You can read more about Face Book Pixel by clicking on this link: [Read more](#)

If you choose to submit personal details to us such as your email address, via a website form we may add you to our mailing list, initially to respond to your enquiry, and thereafter to keep you informed about our services our monthly email newsletters. You can unsubscribe from our newsletter at any time via the 'unsubscribe link'.

How customer information is shared and stored

Our website has been created using Bootstrap. You can read the BootStrap Privacy Statement by clicking on this link: [Read more](#).

If you submit a form on the website, then this data is stored by Substance to enable us to contact you as requested.

Our mailing list is held by Mail Chimp. We use Mail Chimp to create and send monthly email newsletters as well as store contact lists.

You may choose to unsubscribe from the newsletter at any point using the 'unsubscribe link' included at the bottom of each newsletter. You can read Mail Chimp's Privacy Policy by clicking on this link: [Read more](#).

If your personal data has been collected for various business purposes, either in person or electronically using one of our online systems, we will only contact you in the future if you have stated at an earlier date that you would like to receive correspondence from us. All data that we hold will be kept safe and secure and never sold to other organisations.

Customer privacy rights

In line with the GDPR principles, everyone has the right to request a full report of data held on them by Substance (Data Subject Access request) and subsequently that any personal data held on them by Substance is deleted. Data Subject access and data deletion requests will be actioned as soon as is practically possible. If you have any further questions on your Data Subject rights, please contact:

info@substance.net or 0161 244 5418

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