Race Analyzer™
State-of-the-art Swimming Race Analysis for
Apple IOS and Android

User Guide

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Advanced Tool for Professional Swim Coaches, Sport Scientists and Athletes
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1. Obtaining Technical Support

Professional Coaching Tools RACE ANALYZER™ is developed and supported by Professional Coaching Tools. You can obtain technical support using any of the following methods:

1.1 Professional Coaching Tools Web site

The Professional Coaching Tools Web site at www.professionalcoachingtools.com provides information and software downloads for RACE ANALYZER™ users:

- Answers to frequently asked questions (FAQ’s) about RACE ANALYZER™, organized by date. Please consult the FAQ’s before contacting us directly, as this can save you time and also introduce you to other useful information pertaining to RACE ANALYZER™ program.

1.2 E-mail

The best way to get direct technical support is through E-mail. We respond to E-mail quickly and efficiently—you will receive a response usually within two business days, unless otherwise stated on the status of your web submission.

E-mail: office@professionalcoachingtools.com
2. System Requirements

2.1 Hardware

Minimum: Phone or tablet computer running IOS™ or Android™ with Internet access

Recommended: Phone or tablet computer running IOS™ or Android™, PC or Macintosh Computer with installed web browser Explorer, Firefox or Safari (other programs may work but are not supported). Internet access is required.

2.2 Printer

Any supported and properly configured printer will work.
3. Introduction

Welcome to PCT-Professional Coaching Tools™ Race Analyzer™ program — extraordinary tool for measuring and analyzing swimming racing performance. Whether you are a novice or an expert swimming coach, the RACE ANALYZER™ offers you the tools you need to get professional quality results.

You will find that PCT- Professional Coaching Tools™ RACE ANALYZER™ excels as performance analysis tool, whether you are a swimming coach who needs to find additional reserves for performance improvement or a sports researcher, who is investigating trends in competitive performances. This software is equally useful to track the entire team performance improvements, as well as individual swimmers.

We highly recommend you to read this manual and familiarize yourself with most common functions before working with the RACE ANALYZER™ application. There are several good reasons to do it:

- You will make the most of this powerful software.
- You will cut down time of your learning curve when working with the software.
- You will not be frustrated when something goes wrong during race timing and always find your way out of the problem

RACE ANALYZER™, as any complex tool, requires preparation and working experience. We recommend you to take your time and work through every chapter of this User Guide before taking your RACE ANALYZER™ application to a swim meet. Swim meets can be very exciting as well as disruptive. Plan things in advance:

1. How will you provide feedback to your swimmers - immediate right after the race or delayed when the meet is over?
2. Will anybody assist you with timing?
3. Determine the most important races of the meet.

We hope that this is going to be an exciting experience for you.
4. Software Installation and Configuration

4.1 How to install and setup RACE ANALYZER™ webpage

Software package consists of the following items:

- **RACE ANALYZER™** for Phone or tablet computer running IOS™ or Android™ with Internet access
- **RACE ANALYZER™** Webpage

Before you begin the setup process, please read the License Agreement contained on the last page of this manual. By installing this software application on your phone and computer, you agree and are bound by this license agreement.

Please complete the following steps to install RACE ANALYZER™ and RACE ANALYZER™ Webpage

1. Make sure that your computer and monitor are turned on and you have a web browser from Explorer, Firefox or Safari (other programs may work but are not supported). Make sure you have Internet access.

2. Go to [www.professionalcoachingtools.com](http://www.professionalcoachingtools.com) and start registration process by typing your Club information, Country, read the License Terms and check the `[Terms box]`. You can also do this directly from your login screen on your Android or IOS phone/tablet.

3. ![Image of RACE ANALYZER webpage]

   The first coach to sign up for a Club or Team will be in charge of inviting coaches to his/her club (that way all coaches in a club can work on the same club page).
4. Enter your Email and choose a password that you can remember. (you will need the password when you sign in to the phone application)

5. Log in to your club page (this page is for you and your invited coaches)
   Your page includes three main areas [HOME], [Meets] and [Results]. You can also edit your profile from this view from [Edit profile].

4.1.1 Your [Edit profile] area on Race Analyzer™ webpage.

At this screen you can change your password and contact e-mail address. Please make sure this e-mail address is up-to-date.
4.1.2 Your [HOME] area on Race Analyzer™ webpage

At this page [HOME] you can edit your club, create groups and manage your swimmers. This information easily synchronizes with your phone/tablet application.

4.1.3 Edit your club on Race Analyzer™ webpage

You can edit your club from [HOME]>[Edit Club]. Please use correct club and city to make it searchable in future updates.
4.1.4 Adding a group to Race Analyzer™ webpage

Adding swimmers to a group saves valuable time when you have swimmers in heats after each other at a swim meet. Type in the name of your new Group in <Group name> and then press [Create Group] to save. You can now select your swimmers from the drop down list (if you already added swimmers) or add swimmers to a specific group when you enter your swimmers manually. You can easily see the swimmers belonging to your group in the list of swimmers. As of now you cannot delete a group, this will be available in an update soon.

4.1.5 Enter swimmers to Race Analyzer™ webpage

You can enter swimmers in two ways: manually, or if you use Hy-Tek Team Manager or Octo Statistik, by importing Hy-Tek’s HY3 file containing your team roster or Octo Statistik SIMMINFO.TXT file.

1. Add Swimmers manually by pressing [New Swimmer] and fill out the information.
2. Import swimmers from Hy-Tek or Octo Statistik.
There is as of now only two supported files for importing your swimmers: HY3 and SIMMINFO.TXT.

The .HY3 file is a standard export file from Hy-Tek team manager. This will only read name, sex and USSID. In a later update we will be able to include address and email etc. As of now you will have to enter that information manually.

The SIMMINFO.TXT from Octo statistik you get by going to www.octostatistik.com > logga in>Simidrottare>Simidrottarnas Licenser>Right click on the link “klicka här för att skapa en fil med fullständiga uppgifter om alla dina föreningsmedlemmar”

First select the file type you would like to import by pressing [Select type].

Now add the downloaded file to [Choose file] > [Import swimmers]

If you add swimmers manually in your Race Analyzer™ application and synchronize your data the swimmers will also be added to the webpage.

Now all your swimmers are imported to your Race Analyzer™ webpage.
4.1.6 Your [Meet] area on Race Analyzer™ webpage

At this page you can manage your meets. When you synchronize with your RACE ANALYZER™ Phone/tablet Application your created meet will show up. You can also create meet directly in your RACE ANALYZER™ Phone/tablet Application. You do not need to create races before your race but it is possible.
4.1.7 Your [Result] area on Race Analyzer™ webpage

At your result page you can search and find specific races from both meet and swimmers. In future updates you will be able to compare individual races and learn from previous races compared to the ones you just did (this is scheduled for March release). At the moment you can use the graph to view different aspects of your races by pressing on the aspect you would like to see.
4.2 Install the RACE ANALYZER™ Phone/tablet Application.

Go to Android Market or Apple App Store on your phone or tablet, search for RACE ANALYZER™. Our logo is presented and you can download your app for free. After a 30 days trial there will be an “In app purchase”. If you turn this offer down your program will not continue to work. You can however at any time download and purchase a license to be up and running again. Your synchronized data will still be available on your webpage.

4.2.1 Log in to your account on your RACE ANALYZER™ Phone/tablet Application

You need to sign to your RACE ANALYZER™ Phone/tablet Application when you first enter the application. You can choose to store your password and automatically sign in. The Username and Password is the same as you use at Race Analyzer™ webpage. If you did not register you need to go to www.professionalcoachingtools.com to sign up. There is a direct link on the login screen to the website.

4.2.2 Sync your data on your RACE ANALYZER™ Phone/tablet Application

Syncronizing your data makes it easy to manage your club and results in a fast and reliable way. All your results will be stored on your webpage and is easily searchable under the result page.

Android [Options] > [Menu (phone button)] > [Synchronize]

Iphone/Ipad [Options] > [Synchronize]

You are now ready to set up a meet!
5. Get ready to time a race on your RACE ANALYZER™ Phone/tablet Application

5.1 Set up a swim meet

You can set up a new swim meet in two ways. One way is to use your RACE ANALYZER™ webpage and synchronize the meet with your RACE ANALYZER™ Phone/tablet Application. The other way is to set up a meet directly from your phone by using the steps described here.

† To record a race the date has to within the meet days. Your meet will only show up in race setup on the day your meet occurs.

Android: Set up a swim meet by pressing [Options] > [Meets] > [Menu] > [Add Meet] > Fill out the data form for your swim meet > [Save]

Iphone/Ipad: Set up a swim meet by pressing [Options] > [Meets] > [+ ] > Fill out information and press [Save]

You are now ready to set up a race!
5.1.1 Start Meet on your RACE ANALYZER™ Phone/tablet Application

To start a meet you need to have a Meet and Swimmers added to your RACE ANALYZER™ Phone/tablet Application.

Android: Start a swim meet by pressing [Start Meet] > [Press to select meet] > Choose a meet from the drop down list > [Press to select group] > Choose a group from the drop down list > [Next]

Iphone/Ipad: Start a swim meet by pressing [Start Meet] > [ meet] > Choose a meet from the drop down list > [group] > Choose a group from the drop down list > [Done]
5.1.2 Select a Race on your RACE ANALYZER™ Phone/tablet Application

To Select Race you need to have selected a meet.

Android: Start to Select a Race by pressing [Next] in the Select Meet menu > Fill out your Race Data > [Start]

Iphone/Ipad: Start to Select a Race by pressing [Done] in the Select Meet menu > Fill out your Race Data > [Start]
5.2 Time a Race on your RACE ANALYZER™ Phone/tablet Application

5.2.1 Race timing sequence for an individual race

This a sequence of race timing commands:

- **Start Race** (press [Start] key) After pressing the [Start] key it will change into a [Break] key
- **Break time** (when swimmer’s head breaks the surface of the water press [Break] key) After pressing the [Break] key it will change into a [Cycle] key
- **15 Meter mark** (optional) (press [15m start] key)
- **Cycle Rate** (same hand hit for Freestyle and Backstroke, a single cycle for Breaststroke and Butterfly press [Cycle] key) Take at least 3 cycles to get an accurate count, but as many as possible is better for the accuracy
- **Turn time start** (optional) (press [Turn/Split] key)
- **Split** (feet or hands touch the wall) (press [Turn/Split] key)
- **10 Meters finish** (optional) (press [10meter finish] key)
- **Race finish** (press [finish] or key)

⚠️ **Note:** Race timing order cannot be changed by user.
5.2.2 Using advanced race timing features

Advanced race timing features include timing turns, taking 15 Meter mark and 10 Meter race finish.

**Timing 15 Meter Mark**
With timer running, press [15m start] key. (This button only appears during the first lap of the race).

**Timing turns**
This procedure is different for freestyle/backstroke and butterfly/breastroke.

**Freestyle/Backstroke** - press [Turn] when swimmer’s head begins its movement downward. Press [Split] when swimmer’s feet planted on the wall. The time taken between these two moments is *Turn Time*. If you choose to only press [Turn] before pressing [Break] key that will make the press a Split for that lap.

**Breastroke/Butterfly** - press [Split] when swimmer’s hands planted on the wall. Press [Turn] when swimmer’s feet planted on the wall. The time between these two moments is *Turn Time*. If you choose to only press [Split] before pressing [Break] key that will make the press a Split for that lap.

*Individual Medley turns timing sequence is more complicated and, therefore, more difficult to time. RACE ANALYZER™ intuitively captures the logic of Individual Medley turns and will time it properly. We strongly recommend you to practice timing IM turns before doing it in “real time” races.*

**Timing 10 Meter race finish**
On the last lap after completing Average cycle rate, press [10 meter finish] key (This button only appears during the last lap).
5.3 Viewing your results on your RACE ANALYZER™ Phone/tablet Application

There is multiple ways to view your results. Here we describe the different abbreviations used by RACE ANALYZER™ Phone/tablet Application. The tables are very useful to describe a swimmers tactics after a race. The swimmer immediately gets an understanding of good/bad things they did during the race.

You can scroll and press the Race Results to get different views and angels of your results.
5.4 Evaluating your results made by RACE ANALYZER™ Phone/tablet Application

The evaluation of race strategy beyond basic split times has been of interest to coaches for as long as athletes have been swimming. However, it really wasn’t until the early 1970’s that researchers and coaches really expanded their analysis to include more variables than split times. Many techniques have been developed to offer coaches and sports scientists a method for comparing swimmers' performances.

“Race Analysis” is the system developed by Alex Nikitin (Parametrix Research) in partnership with USA Swimming to assess race strategy and has been one of the core projects and services of the National Team Technical Support program since the US Open in 1999. The primary objectives in the continued development of the Race Analysis (RA) system are the collection of information that coaches and swimmers use every day to evaluate and improve performance, the creation of an accurate and easy to use measurement tool, the organization of information for long term athlete comparison (meet to meet, or year to year).

During the last three years Thorbjörn Holmberg (PCT- Professional Coaching Tools) has continued Alex Nikitin’s work and developed “Race Analysis” to be even more accessible for coaches around the world. There has been one change in the system, instead of a 7.5 m finish time, Thorbjörn Holmbergs version has a 10m finish time. The reason for this change is to make it easier for coaches to find a time marker on deck by using the flags in a 25m pool.

With the implementation of Android and IOS versions of PCT -RACE ANALYZER™ it is an affordable tool for coaches around the world. Professional Coaching Tools will continue to develop Race Analyzer with the goal to make all coaches aware of “Race Analysis” system as a tool in their toolbox and for swimmers to understand the concept of relationship between technique and swimming speed.
5.4.1 Race Analysis report is broken into ten categories:

**Time:** Split time for the length measured

**Break time:** (seconds) - The time from starting tone (start) or feet leaving the wall (turns), to head breaking the surface.

**Break Dist:** The distance from the wall that a swimmer’s head breaks the surface, in meters (rounded to the nearest .25 meters) This is a estimation based on calculations of the top swimmers (male and female) in the world on the distance measured.

**Turn Time:** Time in seconds to execute the turn at the end of the length measured. Free and Backstroke begins with hand entry on the final arm stroke and concludes with feet contacting the wall. Fly and Breast begin with hand touch and conclude with foot contact on the wall.

**15 M:** Time in seconds from starting tone to the 15-meter mark.

**10 M:** Time in seconds from 10 meters remaining in race to finish. This split shows whether a swimmer is accelerating or decelerating at the end of the race.

**Drop-off:** The difference in seconds between the length measured and the preceding length. This is a measure of speed consistency during a race. The best races are normally achieved with a relatively small drop-off variation. (Individual Medley events don't count, because strokes are different from each other.) Positive values indicate slower time in comparison to the previous split, negative - faster time. Swimmers should aim for the best consistency in these numbers.

A big drop-off from the first split to the second, and consecutive positive drop-off values indicates that a swimmer started racing too fast and “died” at the end.

Big negative drop-off at the last split means that swimmer saved too much energy during the race.

**ACT:** Frequency of swimming cycles during the length measured. Expressed in both cycles per minute, and seconds per cycle. (If you use single arm stroke for Free/Back divide cycle rate by 2 to get stroke rate). (seconds per cycle) or **Tempo**, (cycles per minute).

This parameter can be used to evaluate swimming efficiency. Extremely high Tempo (Cycle Rate) and average performance times can indicate that swimming technique is not efficient. However, a very low Tempo (Cycle Rate) and average performance is not good either.

**DPC:** "Distance per cycle" - distance covered during one stroke cycle during length measured. DPC is an ultimate measure of swimming stroke efficiency. Swimmers and coaches should always look for ways to improve this parameter in their races. High values of D.P.C. indicate available reserves for future improvements, an "untapped" potential.

**V:** Velocity is your speed measured in meter/second
5.5 Synchronize data after a meet or race

It is important that you synchronize your data after each meet. Follow the steps at page 14 to back up your data to your webpage.
6. Acknowledgment

It would be impossible for PCT – Professional Coaching Tools to complete this software without the influence and hard work of Alex Nikitin at Parametrix Inc. He was the originator of the first Race Analyzer tool and has helped us tremendously with making the Race Analyzer and our manual. Please visit www.parametrix.org to look at the software built by Alex Nikitin.

We would also like to acknowledge the ENEA and their programmers Fredrik Key, Johan Persson and project manager Thomas Montgomery.

Thorbjörn Holmberg
Owner
PCT- Professional Coaching Tools
7. License Agreement

User terms and conditions for the PCT-Professional Coaching Tools™ Internet/web based, RACE ANALYZER™ Server.

The terms and conditions contained herein (the “Agreement”) govern Your access to and use of the Services.

By accepting these terms and conditions you warrant that you enter into, and that you are entitled to enter into, this Agreement on behalf of the legal entity (association, organization) indicated by you on PCT-Professional Coaching Tools™ website www.professionalcoachingtools.com.

1 Definitions

1.1 “Affiliate(s)” means any legal entity which is directly or indirectly controlling, controlled by or under common control with PCT-Professional Coaching Tools™, where “control” shall mean ownership or control, either directly or indirectly, of more than fifty (50) % of the voting rights.

1.2 “Authorized User” means persons who are employed or engaged by You and that You have authorized to use the Service on Your behalf.

1.3 “PCT-Professional Coaching Tools™” means PCT-Professional Coaching Tools™

1.4 “Service(s)” means the service(s) made available by PCT-Professional Coaching Tools™ free of charge via the Internet on www.professionalcoachingtools.com

1.5 “You” or “Your” refers to an association/organization involved in swimming activities such as a swim club, swim team that has accepted to abide to and be bound by this Agreement and therefore is granted a license to use the Service.

1.6 “Your Data” means data and/or other information that You or Authorized User, or other persons acting on behalf of You or Authorized User, makes available to PCT-Professional Coaching Tools™ and the results of the processing of Your data within the frame of the Service.

1.7 “Your Software” means software owned by You or software licensed to You and which is used in the Service.

2 PCT-Professional Coaching Tools™ Undertakings

2.1 PCT-Professional Coaching Tools™ shall provide You access to the Service from the agreed commencement date.

2.2 PCT-Professional Coaching Tools™ shall carry out its undertakings under this Agreement in a professional manner.

3 Your Undertakings

3.1 You shall be responsible for and ensure that You have the equipment and software that are required for the performance of the Service.

3.2 You are solely responsible for faults, errors and non-conformities in Your Software.

3.3 You shall ensure that Your Software (i) is free from viruses, Trojan worms or other harmful software or codes, (ii) is in the agreed format and (iii) cannot, in any other way, harm or adversely affect PCT-Professional Coaching Tools™ system or the Service.

3.4 You shall be responsible for and ensure that log-in information, security procedures and other information, to which PCT-Professional Coaching Tools™ has granted You access in order to
enable or facilitate Your use of the Service, is treated confidentially. You shall immediately inform
PCT-Professional Coaching Tools™ in the event that any unauthorized person has obtained
knowledge of the information referred to under this section.

4 General about the Service
4.1 PCT-Professional Coaching Tools™ may, without giving prior notice to You, modify the
Service, or change the way the Service is provided, if this can be rea-sonably supposed not to
inconvenience You. PCT-Professional Coaching Tools™ may make other modifications to the
Service or the way the Service is provided. Such other modifications shall be effective as of the
date indicated by PCT-Professional Coaching Tools™ but not sooner than three months after You
have been informed of the modifications. You are then entitled to cancel the Service no later than
when the date on which the modification comes into effect. Such can-cellation shall become
effective as of the date the modification comes into effect, or as of such later date as is specified by
You in the notice of cancellation, but not in any case later than three months from when the
modification came into effect.

5 Your Use of the Service
5.1 Provided that You pay the applicable fee(s) for the Service, if any, You are grant-ed a non-
exclusive right to use the Service, solely (i) within Your organization, (ii) for the purpose(s) for
which the Service is intended as described in this Agreement and on PCT-Professional Coaching
Tools™ www.professionalcoachingtools.com and (iii) in accordance with the provisions of this
Agreement.
5.2 You may not copy software that is included in the Service or permit any person or entity
other than Authorized Users to use the Service.
5.3 You are responsible and liable for Authorized Users use of the Service and shall ensure that
Authorized Users respect and comply with the provisions of this Agreement.

6 Responsibility for Customer’s Data and the Content thereof
6.1 PCT-Professional Coaching Tools™ does NOT undertake to perform and is NOT
responsible for storage or back-up copying of Your Data.
6.2 You are responsible for ensuring that Your Data that are processed within the Service do
not infringe the rights of any third parties or conflict with applicable legislation in any other way
and You agree to indemnify PCT-Professional Coaching Tools™ and PCT-Professional Coaching
Tools™’s Affiliates for any damages, costs and losses suffered by PCT-Professional Coaching
Tools™ and/or PCT-Professional Coaching Tools™’s Affiliates arising out of or related to such
infringement or other conflict with applicable legislation.

7 Use of the PCT-Professional Coaching Tools™ Raceanalyzer appli-ca-tion within the
Service
7.1 Your use of the PCT-Professional Coaching Tools™ Raceanalyzer application is not
governed by this Agreement but is governed solely by the separate end user li-cense agreement
applicable to such application and You may only use the PCT-Professional Coaching Tools™
Raceanalyzer application in accordance with the conditions of such end user license agreement.
8 **Intellectual Property Rights**

8.1 PCT-Professional Coaching Tools™, and/or its licensors, is the owner of all rights, including without limitation all intellectual property rights, in and to the Service and the software programs it may include and, except as provided in this Agreement, You shall have no rights to the Service or the software programs it includes.

8.2 You shall be the sole owner of all rights in and to Your Data. PCT-Professional Coaching Tools™ may use Your Data for the purpose of enabling or facilitating PCT-Professional Coaching Tools™ proper performance of the Service. PCT-Professional Coaching Tools™ may freely use Your Data for any purpose as long as it is used in a form that (i) does not identify You or any individuals or (ii) is traceable back to You as the origin or owner of the data.

9 **Personal Data**

9.1 You are responsible for ensuring that the processing of Your Data is made in accordance with applicable legislation. With regard to personal data that are processed within the framework of the Service, You are responsible for the personal data and the processing thereof, and PCT-Professional Coaching Tools™ is an assistant.

10 **Term and Termination**

10.1 Each party may terminate this Agreement without cause, by giving the other party three (3) months prior written notice.

10.2 Your right to use the Service will terminate immediately and automatically without any notice from PCT-Professional Coaching Tools™ if You fail to pay the applicable fee(s) for the Service in due time and/or if You otherwise fail to comply with any of the terms and conditions of this Agreement.

11 **Disclaimer of Warranty**

11.1 TO THE FULLEST EXTENT PERMISSIBLE BY APPLICABLE LAW, THE SERVICE IS PROVIDED TO YOU “AS IS” AND PCT-PROFESSIONAL COACHING TOOLS™ MAKES NO WARRANTIES OF ANY KIND WITH RESPECT TO THE SERVICE OR YOUR USE THEREOF, EITHER EXPRESS, IMPLIED OR STATUTORY, INCLUDING, BUT NOT LIMITED TO, WARRANTIES OF MERCHANTABILITY, SATISFACTORY QUALITY, UNINTERRUPTED USE, FITNESS FOR A PARTICULAR PURPOSE OR NONINFRINGEMENT OF THIRD PARTY RIGHTS. PCT-PROFESSIONAL COACHING TOOLS™ DOES NOT WARRANT AGAINST INTERFERENCE WITH YOUR ENJOYMENT OF THE SERVICE, THAT THE SERVICE MEETS YOUR REQUIREMENTS, THAT THE OPERATION OF THE SERVICE WILL BE UNINTERRUPTED OR ERROR-FREE, OR THAT FAULTS AND DEFECTS IN THE SERVICE WILL BE CORRECTED. NO ORAL OR WRITTEN INFORMATION OR ADVICE GIVEN BY PCT-PROFESSIONAL COACHING TOOLS™ OR ITS AUTHORIZED REPRESENTATIVES SHALL CREATE A WARRANTY. YOU EXPRESSLY ACKNOWLEDGE AND AGREE THAT THE USE OF THE SERVICE IS AT YOUR SOLE RISK AND THAT THE ENTIRE RISK AS TO SATISFACTORY QUALITY; PERFORMANCE AND ACCURACY IS WITH YOU.
12 Limitation of Liability
TO THE FULLEST EXTENT PERMISSIBLE BY APPLICABLE LAW, IN NO EVENT SHALL PCT-PROFESSIONAL COACHING TOOLS™ BE LIABLE TO YOU FOR ANY PERSONAL INJURY OR ANY DIRECT, INDIRECT, SPECIAL OR CONSEQUENTIAL DAMAGES, INCLUDING, WITHOUT LIMITATION, DAMAGES FOR LOSS OF ANY DATA, LOSS OF PROFITS, BUSINESS INTERRUPTION OR ANY OTHER COMMERCIAL DAMAGES OR LOSSES ARISING OUT OF OR RELATED TO THE SERVICE OR YOUR USE OR INABILITY TO USE THE SERVICE, WHETHER ARISING IN TORT, CONTRACT OR OTHERWISE AND EVEN IF PCT-PROFESSIONAL COACHING TOOLS™ HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATION OF LIABILITY FOR DEATH, PERSONAL INJURY OR OF INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO SOME OF THE AFOREMENTIONED LIMITATIONS MAY NOT APPLY TO YOU. IN NO EVENT SHALL PCT-PROFESSIONAL COACHING TOOLS™'S TOTAL LIABILITY TO YOU FOR ALL DAMAGES EXCEED THE AMOUNT OF FIFTY DOLLARS (USD 50). THE FOREGOING SHALL APPLY EVEN IF THE ABOVE STATED REMEDY FAILS OF ITS ESSENTIAL PURPOSE.

13 Communication
Notice of cancellation and/or termination, where such notice is required, and other communications shall be sent by e-mail to the following e-mail addresses.
Notices sent by You to PCT-Professional Coaching Tools™ shall be sent to the e-mail address set out under the contact information on PCT-Professional Coaching Tools™'s website www.professionalcoachingtools.com
Notices sent by PCT-Professional Coaching Tools™ to You shall be sent to the e-mail address indicated by You when You signed up for the Service on PCT-Professional Coaching Tools™ website www.professionalcoachingtools.com or to the e-mail address later communicated by You to PCT-Professional Coaching Tools™ in accordance with this section 13.

14 Transfer of Agreement
14.1 You may not transfer this Agreement or Your right to use the Service to any third party.
14.2 PCT-Professional Coaching Tools™ is entitled to transfer this Agreement, in whole or in part, to any of its Affiliates without Your approval.

15 Applicable Law and Disputes
15.1 This Agreement shall be governed by and construed and enforced in accordance with the substantive laws of Sweden without regard to its principles of conflict of laws.
15.2 Any dispute, controversy or claim arising out of or in connection with this Agreement, or the breach, termination or invalidity thereof, shall be finally settled by arbitration administered by the Arbitration Institute of the Stockholm Chamber of Commerce (“the SCC”).
15.3 The Rules for Expedited Arbitrations shall apply, unless the SCC, taking into account the complexity of the case, the amount in dispute and other circumstances, determines, in its discretion, that the Arbitration Rules shall apply. In the latter case, the SCC shall also decide whether the arbitral tribunal shall be composed of one or three arbitrators.
15.4 The place of arbitration shall be Stockholm, Sweden.
15.5 The language(s) to be used in the arbitral proceedings shall be Swedish, unless any of the Parties involved in the proceedings requests that the language to be used shall be English.


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